

**INSIDE DOPE**  
by GEORGE F. TAUBENECK

Stories of the Week  
Quotes of the Week  
Abolish Price Controls?

### Stories of the Week

Regularly every afternoon 10 minutes after his shift left a defense plant, Youssuf Younyun appeared at the gates with a wheelbarrow loaded with sawdust. And just as regularly a guard emptied the sawdust and searched it for stuff Youssuf might be taking away. Never did he find any contraband tools or loot.

So frustrated was this guard that he threw up his job and became a cab driver. Three weeks later he met Youssuf in a neighborhood bar, and he was oiled up enough to ask:

"Wotinnell were you stealing out of the factory, anyway?"

"Wheelbarrows," Youssuf revealed.

A big dealer who hails from Bad Axe, Michigan, knocked off for a couple of months last winter, and toured Cuba and Florida.

Following his stay in Havana, which was lubricated with a cozy glow and a flow of native rum potions, he started calling himself "The Count of Cuba Libre."

Nobody seemed to mind, or question his fake title, until he registered at an obscure Florida tourist court.

"Count of Cuba Libre, Bad Axe, Mich.," he signed with a flourish.

The proprietress glanced at the signature, and at our friend.

"We don't take no phoneyes and we don't like shenanigans," she grimaced. "This here's a respectable hotel. And you can't tell me there's any such place as Bad Axe."

Art Schellenberg, the refrigeration industry's gift to Arizona, dotes on freshly ground coffee.

Driving to a neighborhood cinema with his beautiful wife, "Bubbles," brother Schellenberg stopped at a nearby grocery store and had a pack of coffee beans pulverized.

Into the movie he carried this fragrant package. An early scene flashed a bride pouring coffee for her breakfast-in-bed husband. From the row behind Art overheard:

"Isn't it marvelous? It's so true-to-life that I can smell that coffee."

### Quotes of the Week

"There is one thing to be said for ignorance—it sure causes a lot of interesting arguments."—*Gas Flame.*

"Our country now has a policy that might be called colonialism in reverse. We are exploiting our own people and our resources to benefit people in other lands."—*CHARLES E. WILSON, President, General Motors.*

"Your woman customer is twins. There is the 'love and kisses' aspect of women and the 'wash the dishes' side. To interest women you must speak to either or both of those aspects. Your message must stress romance and the sentimental side of family life or you must be practical and tell her how to do things better or more economically."—*MRS. JEAN WADE RINDLAUB, Advertising Woman of the Year.*

"Keep searching for the other fellow's good points. Remember, he has to hunt for yours and maybe he'll be harder put than you are."—*Belde-neers.*

### Abolish Price Controls?

The United States Chamber of Commerce believes that price and wage controls should be abolished immediately in the public interest.

In many cases said controls are making everyday business and consumer actions illegal. Thus they are generating a callous disregard for laws in general.

Dr. Emerson P. Schmidt, the Chamber's director of economic research, declares:

"Most prices are below ceilings now and price controls had nothing to do with that. The tightening of our monetary and fiscal policies caused the decline."

(Concluded on Page 6, Column 1)

ISSUED EVERY MONDAY AT 450 W. FORT ST., DETROIT 26, MICHIGAN. ESTABLISHED 1926.

**AIR CONDITIONING & REFRIGERATION News**  
THE NEWSPAPER OF THE INDUSTRY

Vol. 22, No. 15, Serial No. 1204 April 14, 1952 Subscription Price, \$5 Per Year

Registered at second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879.  
Trade Mark Registered U. S. Patent Office. Copyright 1952, by Business News Publishing Co.

### Still Spreading Like Wildfire

## Supermarket Chain, G-E Dealers Tie In on 'Freezer-Food' Plan; Locker Men See Mfrs.

DETROIT—General Electric Co. has jumped into the fast-spreading freezer-food plan program which continues to pop up in practically all parts of the country.

This was indicated last week when G-E Supply Corp. here joined with the 25 Big Bear Markets and the 10 retail outlets of Ned's to announce a package "G-E Food Freezer Club" plan.

The following day, it was announced that the G-E plan was available through all G-E dealers in the area.

Although General Electric itself has issued no public statement on the plan, it apparently is up to each G-E distributor to work out its own deal.

Introduction of the G-E food club plan followed publication a few days earlier of a daily newspaper advertisement on the Amana freezer-food plan being promoted in the Detroit area. This program is marked by the fact that one of the participating dealers is The Ernst Kern Co., a large Detroit department store.

The G-E Food Freezer Club plan was announced to the public in full-page advertisements in *The Detroit News*. The second ad was headed:

"A huge success in major cities throughout the country... now here in Detroit! General Electric dealers and Big Bear Markets introduce the sensational new food plan to save Detroiters money!"

Copy said, in part: "Join the G-E food freezer club... buy quantities of meats, fish, fruits, vegetables, and desserts on easy terms, many months to pay!"

"Here's how it works. Your General Electric dealer delivers a brand new 11-cu. ft. G-E home freezer to your home filled to the brim with

(Concluded on Back Page, Column 1)

## Gibson To Introduce 3/4-Hp. Room Cooler In Next Few Weeks

GREENVILLE, Mich.—Gibson Refrigerator Co., currently celebrating its Diamond Jubilee, has announced its entry into the room air conditioning field.

After exhaustive tests in its own laboratories and in the field, the new Gibson room air conditioners will be placed on the market within the next few weeks, J. L. Johnson, vice-president in charge of sales, said.

Production for 1952 will be concentrated on the 3/4-hp. window models, the size now accounting for more than two-thirds of the present market. The price of the unit has not been announced.

The Gibson unit, housed in a welded steel Modern-Air cabinet, finished in buff beige, provides six-

(Concluded on Page 4, Column 1)

## Copper Shortage Easing, Says American Brass Pres.

CHICAGO—"The copper supply situation should continue to improve—barring work stoppages," predicted John A. Coe, president of American Brass Co., at opening ceremonies at the company's new \$1,500,000 copper and brass warehouse here.

(Coe's predictions seem to be borne out by statements made by Paul B. Andrews of the NPA Copper Division, who stated last week that CMP second quarter copper orders can probably be filled in the second

(Concluded on Page 4, Column 1)

CHICAGO—Recognizing the importance of the freezer-food plans which are currently sweeping the country, the National Frozen Food Locker Institute recently sponsored a meeting here of institute home freezer manufacturers.

NFFLI said the meeting, attended by top sales representatives of Frigidaire, International Harvester, Deepfreeze, Kelvinator, and Crosley, was held to:

"1. Prepare definite plans for the tying-in of locker plants with sound freezer-food plans.

"2. Establish a set of standards for freezer-food plans which will assist members of the home freezer and locker industry not only to jointly develop basically sound freezer-food plans but also to 'clean up' the undesirable features found in many existing plans."

## Restaurant Show Set For Navy Pier May 5

CHICAGO—The annual exposition and convention of the National Restaurant Association will be held at the Navy Pier here from May 5 to 9, the association announced recently.

Some 370 companies in and allied with the restaurant field are expected to exhibit their wares and merchandising ideas. Included in the 720-booth exposition will be a special 17-booth "Education Center" where there will be displays for universities, trade schools, government agencies, and other organizations who are allied to the training of personnel.

First day of the show, Monday, May 5, has been designated "dealer day." The exposition will be open only to dealers and wholesalers who represent the exhibiting firms.

There will be no charge for admission.

(Concluded on Page 4, Column 1)

## Canada Repeals Excise Tax on 3 Appliances

OTTAWA, Ont., Can.—Repeal of the 15% excise tax on washing machines, ranges, and refrigerators was announced recently by the Canadian government in revealing its budget for the 1952-53 fiscal year. The repeal takes effect immediately.

The 25% excise tax on a number of other consumer goods was reduced from 25% to 15%.

These announcements came as welcome news to Canadian appliance dealers who only a week ago had addressed a resolution to Finance Minister Abbott complaining of the strangling effect the excise tax was having on their business.

## NEMA Firms Sell 44,147 Home Freezers In January

(See table on Page 29)

NEW YORK CITY—Twenty-four manufacturers of home and farm freezers posted sales totalling 44,147 units during the first month of 1952, the National Electrical Manufacturers Association reported recently.

This figure is 11% higher than their December volume and 39% lower than sales reported by 25 firms for January, 1951.

Freezers ranging in size from 11 to 17-cu. ft. capacity accounted for more than half the total, or 26,506 units.

## 70 Mfrs. Plan Exhibits at Phila. Conference May 2

WASHINGTON, D. C.—Program arrangements have been completed for the Refrigeration and Air Conditioning Educational Exhibits and Conference to be held May 2, 3, and 4 in Convention Hall, Philadelphia, and some 70 manufacturers have indicated their intention of taking space for educational exhibits.

The educational program, covering many phases of the technical aspects of installing and servicing refrigeration equipment, will be held in the mornings (9 a.m. to noon) on Friday, Saturday, and Sunday, May 2, 3, and 4.

Exhibit hours for the Philadelphia conference have been set as follows: Friday, May 2...1 to 5 and 7 to 10 p.m. Saturday, May 3...10 a.m. to 5 p.m. Sunday, May 4...12 noon to 4 p.m.

Entertainment highspot of the meeting will be a banquet and entertainment on Saturday night, May 3, sponsored by the Philadelphia Chapter and Keystone Association of the Refrigeration Service Engineers Society.

While nearly 70 manufacturers have already indicated that they will furnish educational displays, REMA headquarters points out that there is virtually unlimited room for exhibits.

(Concluded on Page 29, Column 1)

## Steel Supply Continues But Gov't Has Order To Seize Supplies

DETROIT—With the seizure of the steel companies' properties by the Federal government, and the return to work of the striking steelworkers, the possibility of a shut-off of steel supplies to producers of civilian goods has been averted for the present.

It seems assured that steel production will continue for the present. If the steel companies' application for a permanent injunction against the seizure of their properties should be granted by the courts (only the appeal for a temporary injunction was turned down) or if Congress should take some legislative action nullifying President Truman's seizure order, then the strike might be on again.

What would happen in the event that steel production should close down because of a strike was indicated in some of the moves that took place before the plant seizure order was announced. The National Production Authority had issued an order which cut off all shipments of steel supplies to manufacturers of refrigerators and other consumer durable goods. It reserved all steel in mills and warehouses for high priority military, atomic energy, and machine tool programs.

## Admiral Gives Free Beef for Home Trial Of Refrigerator

CHICAGO—Refrigerator prospects have a "beef" coming with the latest Admiral Corp. promotion. In fact, they will get 10 lbs. of it in choice sirloin steak cuts if they will try the new Admiral flash defrosting refrigerator in their homes for five days.

Admiral has prepared cooperative newspaper advertisements, dealer mailing cards, window sheets, and radio announcements to help their dealers put over this five-day free trial offer.

compartment of every flash defrost-

(Concluded on Page 4, Column 1)

## Exempt Sales Under \$100 from Down Payment

### FRB Sees Simpler Administration with Little Ill Effect

WASHINGTON, D. C.—The Federal Reserve Board of Governors recently exempted appliances and furniture priced at less than \$100 from the down payment provisions of Regulation W, the instalment credit regulation.

Previously all items costing more than \$50 were covered.

FRB emphasized that this relaxation applies only to the down payment provisions. The exempted appliances still must be completely paid for in 18 months or less.

The change was made in Amendment 8 to the regulation. The FRB commented: "This change will simplify administration of the regulation without substantially affecting the volume of consumer credit outstanding."

## Automatic Controls Mfrs. Get 3.9% Hike

WASHINGTON, D. C.—Manufacturers of domestic and commercial automatic temperature controls were recently granted an industry-wide 3.9% price increase by the Office of Price Stabilization.

Special Regulation 25 to Ceiling Price Regulation 22 permits them to establish their ceiling prices by applying a uniform price adjustment factor of 3.9% to their General Ceiling Price Regulation ceiling prices.

This regulation, which became effective on April 7, was issued to permit these manufacturers to maintain their uniform price patterns for the bulk of production. It was drawn up from a study of data from 13 firms representing more than 80% of dollar sales in the industry OPS said.

Commodities covered include the following:

Domestic and commercial automatic temperature controls for governing the transfer of heat to solids, liquids, and gases and for air conditioning and refrigeration.

Automatic controls directly responsive to time, temperature, pressure, humidity, liquid level, or other physical condition.

(Concluded on Page 4, Column 1)

## Fair Trade Groups Agree On Compromise Bill

WASHINGTON, D. C.—A compromise "fair trade" bill has been agreed upon by the two large "fair trade" organizations that have been supporting rival bills in the House of Representatives, it was announced last week.

With the compromise worked out, it is expected to take less than 30 days to get the bill passed by the House and sent on to the Senate.

The compromise settles on the McGuire bill (HR 5767) with an added proviso taken from the Keogh bill (HR 6367). The added provision would make it illegal for any company in a non-fair trade state to advertise or offer for sale or sell in a fair trade state any commodity at less than the fixed price in the fair trade state.

The American Fair Trade Council

(Concluded on Page 4, Column 1)

## IN THIS ISSUE

Three Ways To Catch Women Customers	8
Specialization for Salesmen Is Key to Success for This Commercial Dealer	10
How a Small Town Salesman Sells 300 Freezers a Year	12
Pointers on How To Sell Ice Makers	20
Servicing Liquid Cooling Equipment	22
What Kind of a Dealer Are You?	28
Starts on Service	15
What's New	18
Current Literature Available	24
Basic Refrigeration Controls	25
Refrigeration Problems—Automatic Defrost	26
Patents	30
Government Contracts	31



## LA CROSSE QUALITY makes the difference



### NEW METAL WALK-IN

Years ahead in design the LA CROSSE METAL WALK-IN features interior construction of heavy galvanized steel, exterior of paint grip, zinc grip steel finished in gray baked enamel. Tongue in groove construction. . . 4" compressed Fiberglas insulation.

### LA CROSSE REACH-INS

Here's beauty and convenience. Spacious interiors with easy cleaning, curved corners . . . adjustable shelving finished in gleaming white baked enamel inside and out. Other sizes and models available.



MODEL #888  
(complete)

### BLUEBIRD

Designed especially for restaurants the "Bluebird" is only 33 1/2" high, just right to fit conveniently under counters and bars. In Blue Hammerhead or Stainless Steel—4—6—8' models.

## LA CROSSE COOLER CO.

Factory and Gen'l Offices: 2801 Losey Blvd. S.

La Crosse, Wis.

Export Office: 80 Broad St. New York City. Cable Address: Ealport.

## 2 Reg. W Violators Draw Stiff Penalties

WASHINGTON, D. C.—The Federal Reserve Board announced here that the U. S. District Court in St. Louis has fined an appliance dealer \$300 and sentenced him to six months' imprisonment for violating Regulation W.

The court suspended the prison sentence and placed the dealer, P. J. Castelli, on probation for 18 months. The board also announced that it has suspended for a 30-day period the license of Video Meters, Inc., San Francisco, to make instalment sales and rentals of television sets subject to Regulation W.

Both Castelli and Video Meters were charged with failing to obtain the down payment required by the regulation. Castelli pleaded guilty to the charge and Video Meters consented to entry of the board's order.

Castelli and his wife sell furniture, appliances, and TV sets under the trade name of L & P Sales Co. Charges against Mrs. Castelli were dismissed.

## New Prices Announced on Several Nesco Products

CHICAGO—Nesco, Inc. has boosted the price of its Model 118 TX electric roaster from \$39.95 to \$42.95, cut the prices of broilers in its recently-acquired Fleck line from \$44.95 to \$39.95 and from \$34.95 to \$29.95, and put a suggested list of \$59.95 on the new motorized rotisserie-type broiler to be introduced soon.

## Big Ad Announces Amana Freezer-Food Plan In Detroit; Dept. Store Participating

Investigate The AMANA Wholesale Food Plan!

# SAVE 30% ON EVERY \$100 YOU NOW SPEND ON FOOD

Buy U.S. Choice Beef for Only 63¢ a Pound...

**MEATS...**  
U.S. Choice Beef 63¢  
U.S. Choice Pork 58¢  
U.S. Choice Chicken 45¢  
U.S. Choice Turkey 55¢  
U.S. Choice Ham 50¢  
U.S. Choice Sausage 40¢  
U.S. Choice Bacon 45¢  
U.S. Choice Eggs 35¢  
U.S. Choice Butter 45¢  
U.S. Choice Milk 35¢  
U.S. Choice Cream 45¢  
U.S. Choice Sugar 35¢  
U.S. Choice Flour 35¢  
U.S. Choice Coffee 35¢  
U.S. Choice Tea 35¢  
U.S. Choice Spices 35¢  
U.S. Choice Canned Goods 35¢  
U.S. Choice Dried Goods 35¢  
U.S. Choice Frozen Foods 35¢  
U.S. Choice Bakery 35¢  
U.S. Choice Candy 35¢  
U.S. Choice Confectionery 35¢  
U.S. Choice Snacks 35¢  
U.S. Choice Beverages 35¢  
U.S. Choice Household Goods 35¢  
U.S. Choice Personal Care 35¢  
U.S. Choice Toys 35¢  
U.S. Choice Books 35¢  
U.S. Choice Music 35¢  
U.S. Choice Games 35¢  
U.S. Choice Miscellaneous 35¢

**PROOF POSITIVE OF AMANA'S SUPERIORITY**  
Amana's prices are lower than other brands because of their direct buying from the source and their efficient distribution system.

AMANA WHOLESALE FOOD PLAN, ("freezer-food" plan), announced to Detroit area newspaper readers in this advertisement run recently in The Detroit News, is claimed to cut consumer food bills as much as 30%. Under the plan, purchasers of Amana freezers automatically become members of the Amana Freezer Owners Association (AFOA). This entitles them to buy food in minimum quantities of \$50 worth of wholesale prices from a long-established hotel, club, and restaurant food supply concern—Thomas J. Thompson Sons. Customer's first food order is taken by the dealer upon delivery of the freezer. This order can be paid for in six instalments with no down payment if desired. Subsequent orders are placed by the customer directly with the food supply house, which delivers all orders to the customer's home and which will arrange time payments on request. The food supplier guarantees to supply AFOA members with food at wholesale prices for at least five years. Of 16 dealer outlets listed in ad, one was The Ernst Kern Co., large Detroit department store, which pushed the plan in an ad of its own the following day.

The best way to  
sell a water cooler  
is to say...

# "IT'S A KELVINATOR!"

with the  
"POLARSPHERE"

Factories, offices, stores! Markets for easy, quick sales! All business men KNOW Kelvinator, the 38-year leader in electric refrigeration!

Only Kelvinator Water Coolers have the hermetically sealed Polarsphere Power Unit. Millions in use! Also... the Pre-Cooler, that almost doubles available cooled water... the spurtless, feather-touch dial... the 5-year warranty! A complete line of Kelvinator Water Coolers... bottle or pressure type, hand or foot operated, cold storage compartments if desired.

National Advertising... for YOU!



Your best prospects read powerful Kelvinator Water Cooler advertising in NEWSWEEK, U. S. NEWS and BUSINESS WEEK. They are asked to call you! That helps you to make quicker sales, bigger profits!

It's Easy To Start Selling Kelvinator! Just call your local Kelvinator Distributor... he's listed in your telephone directory. Or write to... Kelvinator Water Coolers, 108 Lucas Street, Columbus 8, Ohio, for complete Dealer Information!

THERE IS A BETTER WATER COOLER...

# IT'S Kelvinator

The Most Valuable Franchise in the Appliance Industry



## 'Drive-In' Appliance Store Makes Shopping Easy for Customers

CLEVELAND—"You can drive into this store!" That's the good word for customers of the Merchandise Mart, a unique new Cleveland appliance store which is located at 1308 Prospect Ave.

Patrons of this firm needn't spend money for parking lot fees or park on the street and worry about getting a ticket.

Neither do they have a long walk from their transportation to their destination.

They drive right into the rear of the store, where an attendant takes charge of their automobile and ushers them into a large room filled with home needs.

According to Carl Breitenbach, owner of the Merchandise Mart, there's parking space for 800 autos in the building formerly occupied by the B. F. Goodrich auto service center. In fact, there are four stories of "parking lot" waiting for Merchandise Mart customers.

"We offer complete drive-in facilities," said Breitenbach. "We're bent on making shopping as easy and pleasant as possible for our customers."

## N. Y. BBB Halts 'Storage' Procedures on TV Sets

NEW YORK CITY—After protests by the New York Better Business Bureau, two local appliance chains agreed to stop offering via radio to "store TV sets in consumers' homes at a 'warehouse' charge of \$1 a week."

The concerns are Bedford Radio Sales & Service, Inc., and Sunset Appliance Stores, Inc.

The bureau condemned the offer as misleading and deceptive because it was "in no sense a bona fide storage offer, but a device to get a TV set or appliance into the prospective customer's home on a trial basis for the purpose of inducing the sale," it stated in its report.

"If the person 'storing' the set or appliance refuses to purchase the item within a few days, it is promptly removed and 'stored' elsewhere."

## Super Market Institute To Meet In Cleveland May 11 Through 15

CLEVELAND—Planned for maximum "customer convenience," the 15th annual convention of Super Market Institute will be held in the Cleveland Public Auditorium here May 11 through 15. It was announced by Ray E. Dillon, J. S. Dillon & Sons Stores Co., Hutchinson, Kan., general convention chairman.

After almost a decade in Chicago, the convention will move to Cleveland in an effort to provide controlled traffic of the increasing crowds, which year after year have made the institute's annual meeting the most exciting in the food industry, it was explained.

Theme of the convention will be "The Key to Profitable Super Market Operation," and will cover the broad subjects: how to increase volume; how to cut costs; and how to develop people.

Despite greatly enlarged exhibit facilities for food processors and equipment manufacturers, the institute's exhibit committee was forced to reject more applications for space than ever before—even though exhibits in 1952 will almost reach the four-hundred mark. The limitation of exhibits was decided upon by the exhibit committee in order to provide maximum convenience for both operators and manufacturers in the exhibit hall. Wider aisles and the use of but a single floor for exhibits will permit freer movement and more convenience.

The exhibits committee is made up of Super Market Institute president S. N. Goldman, Standard-Humpty Dumpty Super Markets, Oklahoma City, Okla.; Nathan W. Lurie, Wrigley Stores, Inc., Detroit; and Norris D. Plumb, Plumb's Super Markets, Inc., Muskegon, Mich.

The program committee, headed by Forrest J. T. May of Lucky Stores, Inc., San Leandro, Calif., is building a down-to-earth program based on members' needs and suggestions as developed by institute headquarters. New demonstration techniques, lively interchange of opinion, and a high degree of floor participation in discussions will be provided by the program. An important innovation, which will restore much of the intimacy of smaller conventions, typical of the days when supers were growing, will be introduced in the 1952 SMI convention program.



## Some Mfrs. Don't Need To Use OPS Form 128

WASHINGTON, D. C.—The Office of Price Stabilization has exempted manufacturers of air conditioning and refrigeration equipment, heating equipment, plumbing fixtures, fittings and valves, and automatic temperature controls from using Form No. 128 in reporting newly established ceiling prices for commodities not sold between July 1, 1949 and June 24, 1950.

Use of the form was heretofore required under section 32 of Ceiling Price Regulation 22 as modified by amendment 40 to that regulation. OPS said it found the form not appropriate or convenient for these manufacturers. The action was taken in amendment 43 to CPR 22 and became effective on April 5.

Reports of these manufacturers should now consist of the following:

"Name and address of your company; a description of the commodity being priced; the comparison commodity and an explanation why you have selected the comparison commodity as such; a description of the category in which the commodity being priced and the comparison commodity fall; your ceiling price to the largest buying class of purchaser of your comparison commodity, or if you are not now manufacturing it what this ceiling price would be; a detailed breakdown of the current unit direct cost of the comparison commodity, or what it would be; the gross margin and the percentage markup over current unit direct cost for the comparison commodity; a detailed breakdown of the current unit direct cost of the commodity being priced; the ceiling price of the commodity being priced; delivery, discount, guaranty, and servicing terms and conditions and differentials in effect for sales to all classes of purchasers with respect to the comparison commodity."

For those manufacturers under CPR 22 who must still report on Form No. 128, the reporting requirements of amendment 40 have been lightened.

## Sunbeam To Protect Fair Trade Dealers

CHICAGO—Sunbeam Corp. will sell only through distributors and dealers who sign fair trade contracts even though Congress may restore the non-signer clause of state fair trade laws, a company spokesman told distributors.

"If a manufacturer sincerely wants to fair trade," the spokesman said, "he should be willing to confine the distribution of his products in the 45 fair trade states solely to those wholesalers and retailers who are willing to enter into a contract."

"By doing this, Sunbeam voluntarily gives up the large sales and easy profits which could be obtained by supplying discount houses and large retailers who wish to buy national brand products for loss leader purposes, but protects the more than 142,000 retailers who have signed contracts since June 18, 1951."

The spokesman said this policy answers those who complain that under the non-signer setup, a manufacturer can impose his distribution methods on all retailers in a state even though only one retailer signs.

## Macy Enjoined from Cutting Fair Trade Drug Prices

JAMAICA, N. Y.—Rejecting the argument of R. H. Macy & Co. that sales of a drug item were on an interstate basis, a Queens County Supreme Court Justice permanently enjoined the department store from cutting the price of fair-traded drugs manufactured in New York.

Justice Nicholas M. Pette ruled that Macy's violated the state Feld-Crawford Act by selling articles sold on an interstate basis for less than established minimums. He said:

"Parties in this action were not dealing with an ingredient, but with the end product, the laxative 'Ex-Lax.' This product is manufactured in New York, sold to defendant in New York, and subject to fair trade contract entered into in New York."



SIX Bush "Comfort Conditioners" cool Economy Market in Brighton, Pa. During the winter the two-row hot water coils provide a convenient heating system. The store handles an average of 300 people per hour on Saturdays.

## Air Conditioned Supermarket Cooling Makes It Easier for Customers To Part with Hard-Earned Cash

NEW BRIGHTON, Pa.—Food prices, like all other prices, are higher now than a year ago, but this area's leading supermarket has at least made it easier and more pleasant for customers to part with their hard-earned cash.

Economy Market, 5th Ave and 9th St., has air conditioned the entire store. The supermarket is 90 ft. by 130 ft. and handles an average of 300 people per hour during the afternoons and on Saturdays, according to the firm.

The installation contractor, Valley

Refrigeration of New Brighton, utilized ceiling units—six Bush "Comfort Conditioners," model COM 156. Each of two 20-ton Curtis condensing units handles three conditioners, it was noted.

The Bush units equipped with 6-row, direct expansion coils, take care of the comfort cooling requirements, 1,800 c.f.m. of air being delivered by each unit.

For the heating season the two-row hot water coils in each unit provide a convenient and economical heating system.

## Sears Refrigerator, Freezer Deal Offers \$50 to \$65 Saving

LOS ANGELES—Sears Roebuck & Co. here recently promoted six combination offers on refrigerators and home freezers at announced savings of \$50 to \$65 and "for less than the price you'd expect to pay for a regular two-door refrigerator."

Earlier, a similar promotion had been run by Flash Television & Appliance chain. Flash offered the combination of a 1951 Deepfreeze refrigerator and home freezer plus the concern's food plan in a package deal.

Announced in a full-page newspaper advertisement, the Sears deal involved these combinations:

Coldspot 9.7-cu. ft. refrigerator and 4.1-cu. ft. freezer for \$389.90 ("You save \$50 extra when you buy both. Refrigerator regular \$239.95 and freezer regular \$199.95").

A 7-cu. ft. refrigerator and 4.1-cu. ft. freezer for \$389.90 ("You save \$55 extra").

A 7-cu. ft. refrigerator and 7-cu. ft. freezer for \$449.90 ("You save \$65 extra").

A 9.7-cu. ft. refrigerator and 7-cu. ft. freezer for \$449.90 ("You save \$60 extra").

A 7-cu. ft. refrigerator and 9.2-cu. ft. freezer for \$489.90 ("You save \$65 extra").

A 9.7-cu. ft. refrigerator and 9.2-cu. ft. freezer for \$489.95 ("You save \$60 extra").

In Sears' ad, storage capacity of the freezer of two-door refrigerators was compared with that of the home freezers offered.

## FINE SCHOOLS DEMAND FINE REFRIGERATION

*Saddle Rock School, newest addition to the Great Neck, N. Y. school system, chooses McCall for beauty, quality, economy!*

**Great Neck School Officials** demanded the finest for their new Saddle Rock School. The gleaming, stainless steel and tile kitchen and cafeteria testify to that. For their refrigeration they chose McCall reach-ins and placed them for greatest convenience.

McCall, with the world's most complete line of reach-ins, offers greatest selection of sizes, types, and finishes . . . an important reason for making McCall your choice.

**McCall's all-welded porcelain liners**, all-welded exteriors, complete vapor seal, heavy insulation, non-sweating mullions, heavy-duty compressors offer more for your money than any other reach-in you can buy.

**Ask your McCall dealer** about McCall's great, new Permasteel line . . . offering all the advantages and beauty of stainless steel at low, low prices. Ask about McCall Duralucent finish, too. Its shimmering, easy-to-care-for silver grey finish is the talk of the industry. Your McCall dealer offers most . . . see him first.

Limited number of territories available to qualified firms.

Write for information.



REFRIGERATOR CORPORATION  
Hudson, N. Y.

# NEW!

## The WESTINGHOUSE

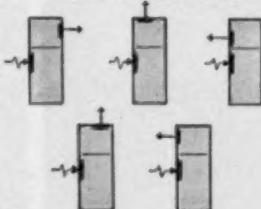
### 10 HORSEPOWER

## UNITAIRE CONDITIONER

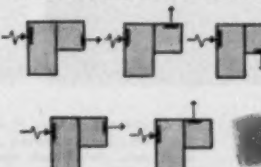
### MU-101

**THE MOST VERSATILE  
SELF-CONTAINED  
AIR CONDITIONER**

### FIVE DISCHARGE POSITIONS FAN SECTION TOP MOUNTED



### FIVE DISCHARGE POSITIONS FAN SECTION SIDE MOUNTED



Only advanced design throughout could pack so much versatility, reliability and economy into a self-contained air conditioner. Here it is in full measure.

**VERSATILE** because this handsome unit can be used inside or outside the space to be conditioned—with or without ducts—applied singly or in multiple. The fan section can be positioned for ten different discharge directions—height either 91" or 62" (see diagrams). Dual refrigeration circuit can provide 50 or 100 percent capacity operation, gives excellent control of temperature and humidity conditions at partial and full loads.

**RELIABLE** because the hermetically-sealed compressor is based on the original, time-proven Westinghouse design, with all other major components engineered and built by Westinghouse to work with it.

**ECONOMICAL** because low-maintenance dependability is combined with cost-cutting factory pre-assembly in highly flexible package design to simplify installation and keep operating cost at a minimum.

**There's opportunity and security**—as well as profit—in a Westinghouse Air Conditioning Distributorship or Dealership. We have a few territories open for aggressive, merchandising-minded organizations. Get in touch with us today. Westinghouse Electric Corp., Air Conditioning Division, Hyde Park, Boston 36, Mass.

3-80234

YOU CAN BE SURE...IF IT'S

# Westinghouse



**Gibson Room Cooler--**

(Concluded from Page 1, Column 2)  
way air conditioning for rooms up to 400 sq. ft.

Fresh air intake and stale air removal are individually controlled.

Two cooler vents at the top of the unit, called Twin Top-Airs, diffuse the cooling air upward in any direction to eliminate drafts.

The extra duty Gibson PHE-Air is removable, with one hand, from the lower front of the cabinet.

The unit comes with a complete installation kit. A thermostatic control is available as an accessory.

There is a five-year protection plan on the hermetically sealed system and a one-year warranty on parts.

Production will be restricted by government regulations on materials.

Plans call for distribution through the company's major appliance distributors. Distribution, advertising, and sales promotion activity will start on a selective market basis and will be geared to the present acceptance of room air conditioners in the different sections of the country.

**Admiral Offer--**

(Concluded from Page 1, Column 4)

The meat will be in the freezer refrigerator put out on trial. The prospect is invited to use the refrigerator as his own for five days, try the seven-minute, daily defrosting feature that operates by pushing a button, and enjoy the steaks. At the end of the five days, the prospect can purchase the refrigerator or the dealer will "cheerfully" remove it.

**2nd Provident Life Bldg. To Be Air Conditioned**

CHATTANOOGA, Tenn.—According to R. L. Maciellan, president of Provident Life & Accident Insurance Co., installation of air conditioning in the Provident building was to begin within a few days.

"Authorization for necessary construction has been received from the National Production Authority," Maciellan said.

"Since the Provident's five-story west building was completed early this year, part of the company's home office staff has been moved into the new offices," he continued. "Many offices in the Provident building on Broad St. are being remodeled and the air conditioning will serve the company's personnel and tenants."

**Copper Supply Easing--**

(Concluded from Page 1, Column 2)

quarter. Andrews said that the "copper shortage is easing" because of "an increased flow of copper and brass scrap."

The new warehouse being opened by American Brass Co. in Chicago is claimed to be the largest copper and brass products warehouse in the country. It is equipped with power tools for cutting-to-length, slitting, shearing, and sawing. Using new machines, a service is now available for the cutting of metal hose connectors and the assembly of flexible metal hose and fittings. Brass mill scrap can be expeditiously handled. Warehouse offices are air conditioned.

**Restaurant Show--**

(Concluded from Page 1, Column 3)  
sion to the show and the public will not be admitted.

The NRA expects some 25,000 restaurant operators to attend the show and convention sessions, which will run from May 6 through 9. A general session program has been scheduled for each day. In addition, there will be meetings for special interest groups on Tuesday, Wednesday, and Thursday, May 6 to 8.

Only session during which equipment is scheduled to be discussed will be on Tuesday morning. It will cover relation of employee fatigue to the heights of work tables, producing and saving hot water, barbecue work equipment and sauces, and useful gadgets. No discussion of refrigeration equipment is mentioned in the program.

Special interest meetings will concern such groups as small operators, in-flight food service, industrial feeding contractors, department store restaurant managers, college and university food service managers, company operated in-plant food service managers, service operators, dining car operators, supervisors of distributive education, limited price variety store restaurant operations, cafeteria operators, and drive-in operators.

**To Cool New Dallas Bldg.**

DALLAS—Renard Linoleum & Rug Co., of St. Louis, has begun construction on a 32,000-sq. ft. building for its Dallas branch. Offices and display rooms will be air conditioned.

**Zickert Heads Ben-Hur Freezer Distribution**

MILWAUKEE—A. B. Bechaud, executive vice president of Ben-Hur Mfg. Co. here, has announced the recent appointment of Ralph Zickert as distribution manager.



The firm manufactures farm and home freezers. Zickert assumes his new position following six years as district manager in the mid-west territory. Working as assistant to Ben-Hur sales manager, R. C. Graves, Zickert's responsibilities will include closer coordination between Ben-Hur distributors, district sales managers, and the home office at Milwaukee—the result of a greatly expanded sales organization and merchandising program.

**Controls Prices--**

(Concluded from Page 1, Column 5)

Automatic controls for all household, farm, ranch, restaurant, and commercial appliances.

Automatic controls for automobile heating, home heating, and cooling. Automatic safety devices or automatic valves that are part of or used with a control.

Related devices designed primarily for use with the foregoing, but if electrical, not capable of controlling directly motors in excess of 1½ hp. single phase, or 2 hp. polyphase.

Specially excluded from the regulation are refrigerator expansion valves and all manually operated valves.

Manufacturers were told that they could round off their ceiling prices to the nearest five cents.

They were also told that, if they so desired, they could adjust their prices under SR 17 or 18 to CFR 22. But if they did so, they could not make use of the provisions of this regulation.

**Washer-Drier Contest In Omaha Area Spurs Sales, Provides Mailing Lists**

OMAHA, Neb.—A \$20,000 advertising campaign with 2,400 appliance dealers in the Omaha area participating, has helped materially in building up new prospect lists for dealers as well as spurring sales during February and March, it was reported by the Nebraska-Iowa Electric Council.

The council appropriated the \$20,000 to promote the sales of automatic electric washers and driers.

Backbone of the promotion was centered upon a contest in which five automatic washers and an equal number of automatic driers were given as prizes. The contest closed March 8.

Brands of washers earmarked as prizes were ABC, Apex, General Electric, Norge, and Whirlpool, while the driers included two Bendix, a Kenmore, Hamilton, and Westinghouse. Incomplete returns from dealers in Nebraska and Iowa indicate that more than 125,000 prospective customers entered the contest.

**CONTEST RULES**

Contestants were required to complete in 25 words or less, the statement: "I want an automatic washer in my home because . . ." or "I want an automatic electric drier in my home because . . ."

Contestants were permitted to enter either or both contests as many times as they wished, but each entry had to be on an official entry blank secured from a dealer, or a reasonable facsimile thereof. Council officials said that apparently very few if any contestants failed to get their entry blanks from a dealer.

All entries were mailed to the Nebraska-Iowa Electrical Council headquarters in Omaha, with the contestants' names and addresses on the reverse sides, along with the names of the dealers from whom the blanks were obtained.

Prizes were awarded on the basis of originality, sincerity, and aptness of thought. All entries became the property of the council and will be used as ideas for future advertising.

The council is sending the completed entries to the dealers from whom the blanks were obtained. Don E. Rosenthal, managing director of the council, pointed out that the entries provide each dealer with an active prospect list of customers in his territory who want automatic washers and driers.

**AIM WAS TO SPUR INTEREST**

Rosenthal also pointed out that the contest was intended to make women think about automatic home laundry equipment and to want the featured appliances. Along these lines, the ad copy pointed out the convenience, speed, thrift, and results entailed in using the new home laundry equipment.

The seven-column kick-off ad appeared in the Omaha and Lincoln newspapers, with a smaller insertion in the Council Bluffs, Ia., paper. These were followed by three six-column by 18-in. illustrated ads running into March, and four-column by 12-in. ads in eight outstate dailies, while three-column by 10-in. insertions were used in 153 weeklies in the two states.

**Fair Trade Bill--**

(Concluded from Page 1, Column 5)

and the National Association of Retail Druggists have agreed to this compromise in the interests of getting corrective fair trade legislation on the books and will try to get members of the House of Representatives to adopt it.

Purpose of the legislation is to overcome court decisions made last year declaring fair trade pacts not binding on non-signers and on suppliers selling to customers in other states.

**Mitchell Adds 2 Distributors**

CHICAGO—Mitchell Mfg. Co. has recently announced the appointment of two more distributors to handle its line of window-type room air conditioners.

They are United Electrical Supply Co. of Parkersburg, W. Va. and Walden Heating Co. of Denver.

a

# TYPHOON

franchise is  
profit insurance  
for  
Air Conditioning  
Dealers

Are you missing the boat on too many air-conditioning jobs? Is your service department draining away your air-conditioning profits? Then wise up to the Typhoon Dealer Plan. It keeps money rolling in steadily — and sees that you hold on to it. Year after year, Typhoon makes sure your business is profitable business!

**HERE'S WHAT A TYPHOON FRANCHISE MEANS:**

- **A SIZE FOR EVERY JOB** — full range of Typhoon packaged units from 1½ to 20 tons, multi-packaged systems up to 60 tons and Prop-R-Temp heat pumps up to 20 tons.
- **MINIMUM MAINTENANCE** — most ruggedly engineered units in the business . . . all-copper oversize cooling coils and all-copper condensers.
- **SALES COOPERATION** — Typhoon District Managers back you all the way, work with your sales department hand in glove.
- **FULL MARK-UP** — Typhoon units deliver air conditioning at the lowest cost per ton capacity — extra value that lets you take full mark-up.
- **STEADY PROMOTION** — Typhoon's national advertising and promotion feed you a steady flow of leads . . . include a generous dealer co-op plan.

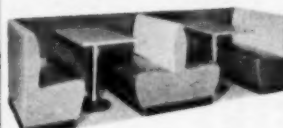


Get all the facts about the most profitable dealer set-up in the business. Write today.

**TYPHOON AIR CONDITIONING CO. INC.**  
794 UNION STREET • BROOKLYN 15, N. Y.

Specialists in Air Conditioning since 1909

Air Conditioning Units — 1½-20 tons; Multi-packaged Systems up to 60 tons; Prop-R-Temp Heat Pumps — 2-20 tons; Evaporative Condensers; Packaged Water Chillers.

**CHROME FURNITURE at LOW...LOW PRICES****Booth Illustrated**

single \$39.50 list  
double \$59.50 list  
wall panel \$22.00 list

BIANCO manufactures quality chrome furniture at prices that command fast sales action. A complete line from deluxe to economy. Booths . . . settees . . . tables . . . wall panels. Upholstered in rugged Duran for long life.

write for illustrated catalog  
**BIANCO**  
ST. LOUIS, MO.

**ACE CABINET CORP. NEW BEDFORD, MASS.**

Executive Office  
1457 Broadway New York 18, N. Y.

Specialists in  
LOW TEMPERATURE EQUIPMENT

**M&E**  
EST. 1866

**CASE COILS AND  
FINNED TUBE PRODUCTS**

★ Unit Coolers ★ Unit Heaters

WRITE FOR CATALOG  
**MERCHANT & EVANS CO.**  
PHILADELPHIA 46, PA.





*The Best Things Come In Pairs This Year...*

*Two Kelvinator Two-Door Refrigerators!*

WHEN KELVINATOR introduced Model MT, the "Twin Control" refrigerator-freezer with the "Humidiplate", Kelvinator retailers had the finest in foodkeeping ever achieved. Here, for the first time, was separate control of the cold in the freezer, plus complete control of both cold and moisture in the refrigerator.

Now Kelvinator follows this success with the brand-new two-door Model KT. This new model is identical with the 12 cu. ft. MT, except that it has 9.4 cu. ft. capacity . . . and is priced in the popular-price bracket to give sensational new sales power to Kelvinator retailers!

With this brilliant new addition to the Kelvinator family, the retail salesman has a line to meet every customer request. He has *three* de luxe models in the 11-12 cu. ft. bracket, including a two-door model and one "Magic Cycle"\* self-defrosting model. *Four* models in the popular-price bracket, with one two-door model and one "Magic Cycle" self-defrosting model. And *two* cold-clear-to-the-floor models for the low-price market.

Here is double fulfillment of Kelvinator's pledge of "retail-mindedness". And proof, again, that the Kelvinator franchise is the most valuable in the appliance industry.

\*Patent applied for.

**THERE IS A BETTER REFRIGERATOR . . .**

IT'S **Kelvinator**

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY  
ELECTRIC REFRIGERATORS...RANGES...FREEZERS...WATER HEATERS...AIR DRIERS

KELVINATOR • DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32, MICHIGAN



## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

"OPA pencil pushers are pulling the ceilings down, as prices slide downward."

"Price controls have never worked in the face of strong inflationary pressures. Today the pressures are off and there certainly is no need for them. A balanced Federal budget and tight credit controls can keep prices in line. Even if prices should start to rise again, a courageous administration could use the powers it now has to stop inflation by cutting less essential spending, taxing enough to cover necessary expenditures, and tightening credit policies."

The Chamber's report prods these points:

1. Attempts to make regulations on a national level for commodities bought daily by millions of persons and produced by thousands of individual businesses result in rules and regulations which appear unreasonable in many cases.

2. Attempts to correct price regulations in such cases result in still more involved and technical relations which continually complicate the situation.

3. Price controls never have worked for any length of time because they work against traditional market forces of demand and supply, oper-

ating through a free competitive price mechanism. Price controls broke down at the end of World War II. Many persons still believe OPA was abolished too soon. But actually, production in many critical lines not only was failing to rise in response to heavy demand, but was decreasing.

World War II price controls created unbelievable distortions in the production and marketing mechanism. Enforcement of price regulations became impossible, then, as we all should remember. If controls hadn't been removed when they were, we might never have been able to return to our traditional free competitive productive system.

In every case during the last 5,000 years of recorded history where controls over market prices have been resorted to, they have failed to accomplish the purposes for which they were intended.

Price controls are costly; they cause tremendous diversions of manpower and resources away from essential tasks at a time when these resources are in short supply.

Rising prices, resulting from rearmament and other government spending programs, do not indicate that the traditional free market price mechanism is breaking down. Rather, rising prices show that the price mechanism is performing one of its essential functions, namely, acting as a sensitive thermometer for market forces of supply and demand. It flashes danger signals that if we are going to allocate 15% to 20% of our national output to military needs, at a time when our economy is already running at boom levels, we must pull in our belts.

Wage controls set aside individual negotiations and collective bargaining built up over past decades.

Labor matters have become the province of bureaucratic action, the Chamber reports.

Summarizing the total cost of price controls:

1. Price controls never have worked for any length of time. They broke down in World War II.

2. Price controls exact a heavy toll on our resources and exact costs both measurable and non-measurable.

3. Price control machinery necessitates an organization that drains manpower from productive channels.

4. Price controls put heavy burdens on business and industry through regulations, often confusing and conflicting, that add to the work load.

5. Price controls delude the consumer, guaranteeing no adequate amounts of material and in fact creating supply shortages.

6. Price controls curtail production and otherwise disrupt legitimate functions of distribution.

7. Price controls lead to lowering of moral standards. Many businesses ignore regulations to remain in business, and consumers resort to illegal black markets.

8. Price controls are largely ineffectual in fighting inflation. They deal only with symptoms, not causes.

9. After-effects of price controls are a potential danger to the national economy. They tend to create an after-the-war boom-bust situation.

10. Price controls do far more harm than good, especially during a long defense or mobilization period when patriotic appeal is lacking.

## Appliance Group Uses Cooperative Ads To Sell Service Depts.

MADISON, Wis.—The Madison Appliance Association, composed of 12 firms which sell appliances in the Madison area, is advertising once a week—usually on Sundays—promoting the services provided by members.

Copy of a recent ad stated: "Your MAA dealer gives you appliance service by experts trained in the factory."

"For completely dependable repairs on your appliances, radio and television sets, rely on your MAA dealer listed below. For he employs factory trained servicemen, men who have an intimate knowledge of structure and working mechanisms . . . and uses only factory-approved parts to give you the very best in service available."

"Always call your MAA dealer for your appliance needs, and know that you buy the best in quality . . . and will get the utmost in satisfaction."

Dealers listed in the ad were Al Meinke Refrigerator & Appliance Co., Otto E. Braun Electric Co., Bricker's Appliance & Radio Co., C. C. Collins & Son, Inc., Casey & O'Brien, Inc., Forbes-Meagher Music Co., Homemaker's Hardware & Appliance Co., Madison Gas & Electric Co., Main Appliance Co., Maytag Sales & Service Co., Wolff, Kubly & Hirsig, and W. O. Zimmerman Plumbing.



## 'Moisture Monster' To Be Feature of Ebco Promotion

COLUMBUS, Ohio—"Oasis" air drier national advertising and promotion for 1952 centers around a new character called the "Moisture Monster," according to A. R. Benua, president of Ebco Mfg. Co.

The "Monster," Benua explained, is a thoroughly wet and dripping character who makes basements damp and unusable during humid summer weather. Its nemesis is the Oasis air drier which stops moisture damage and makes basements comfortably dry for work, play, or storage, Benua added.

The "Monster" and the air drier will be featured in half-page advertisements throughout the spring and summer months in leading national magazines. These include *Better Homes & Gardens*, *House Beautiful*, *House & Garden*, and magazines reaching special groups, such as *Model Railroad*. The same theme is carried into trade advertising in *AIR CONDITIONING & REFRIGERATION NEWS* and *Electrical Merchandising*.

The "Monster" also dominates all Oasis promotion. In addition to a two-color dealer floor display printed in "Day-Glo," it also features direct mail literature: self-mailers, stuffers, postcards, and newspaper mats.

## Kelvinator Boosts Production Schedules for Next 6 Months

DETROIT—Nash-Kelvinator Corp. is scheduling production in the final six months of the fiscal year ending Sept. 30, 1952 at substantially higher levels than the company was able to maintain during the six months ending March 31, George W. Mason, president, said in a letter to stockholders.

Sales and earnings for the six months ending March 31 will not equal the showing made a year ago, he said, but operating results for this period are not representative of what may be expected for the remainder of the fiscal year.

## FROM THE SERVICEMAN'S VIEWPOINT:

**"I stop worrying when I install TEMPRITE"**

INSTANTLY COOLS water, carbonated drinks or beer. Install at roadside stands, drive-ins, taverns, restaurants, fountains, amusement parks, terminals, theatres, etc. Easily applied to root beer dispensers or counter dispensers. Widely used for industrial purposes such as process cooling, for photographic and X-ray work, etc.

## QUICK and EASY HOOK-UP...NO COSTLY CALL-BACKS

WHEN YOU get together with your prospect to talk price . . . talk Tempprite!

Remember, it's the final cost of a complete installation that counts! The cost of the cooler itself represents but a single factor!

Add up the figures and watch your customer pick Tempprite every time!

Tempprite's highly accurate pressure control valve is supplied with each cooler!

Liquid and suction line shut-off valves are supplied with each cooler, simplifying installation!

The liquid control float valve is supplied with each cooler!

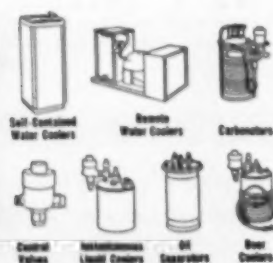
ALL YOU HAVE TO DO IS HOOK-UP THE REFRIGERANT LINES AND BEVERAGE LINES . . . AND YOUR TEMPRITE IS READY TO GO!

ANT LINES AND BEVERAGE LINES . . . AND YOUR TEMPRITE IS READY TO GO!

It's just as simple as that, and service call-backs are virtually eliminated. Tempprite's outstanding performance record is the result of extra fine workmanship and the careful testing of each cooler before shipment.

CAPACITY IS EXCEEDINGLY HIGH because the refrigerant coils are directly submerged in the liquid to be cooled, assuring instantaneous heat transfer!

COMPARE TEMPRITE on an overall cost basis! Compare Tempprite on performance rating! You'll stop worrying when you bid on a liquid cooling job. You'll stop worrying when you install Tempprite!



TEMPRITE PRODUCTS CORP.  
P.O. Box 73-A, East Maple Rd.  
Birmingham, Michigan

☐ Send me data on Tempprite Instantaneous Coolers  
☐ Ask your representative to call.

Name \_\_\_\_\_

Address \_\_\_\_\_ Zone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



says MR. ALEXANDER ORR, JR.  
CONDITIONED AIR CORP., MIAMI, FLA.

"Service-Master has practically eliminated return trips to our shop. With a cargo area for bulky items, and well organized compartments for tools and parts, we can now carry a complete shop to every job. In a year's time, we've saved an average of more than one-half hour per day. In dollars, that amounts to almost enough to buy another Service-Master Body."

If your present truck equipment isn't adequate for your work, why not get the full story on the efficient Service-Master Body? Just clip the coupon below . . . paste it on a post card . . . and mail it. You're under no obligation, of course.



**McCABE-POWERS  
AUTO BODY COMPANY**  
5900 N. BROADWAY • ST. LOUIS 15, MO.

Please send me literature and complete information about Service-Master

Name \_\_\_\_\_

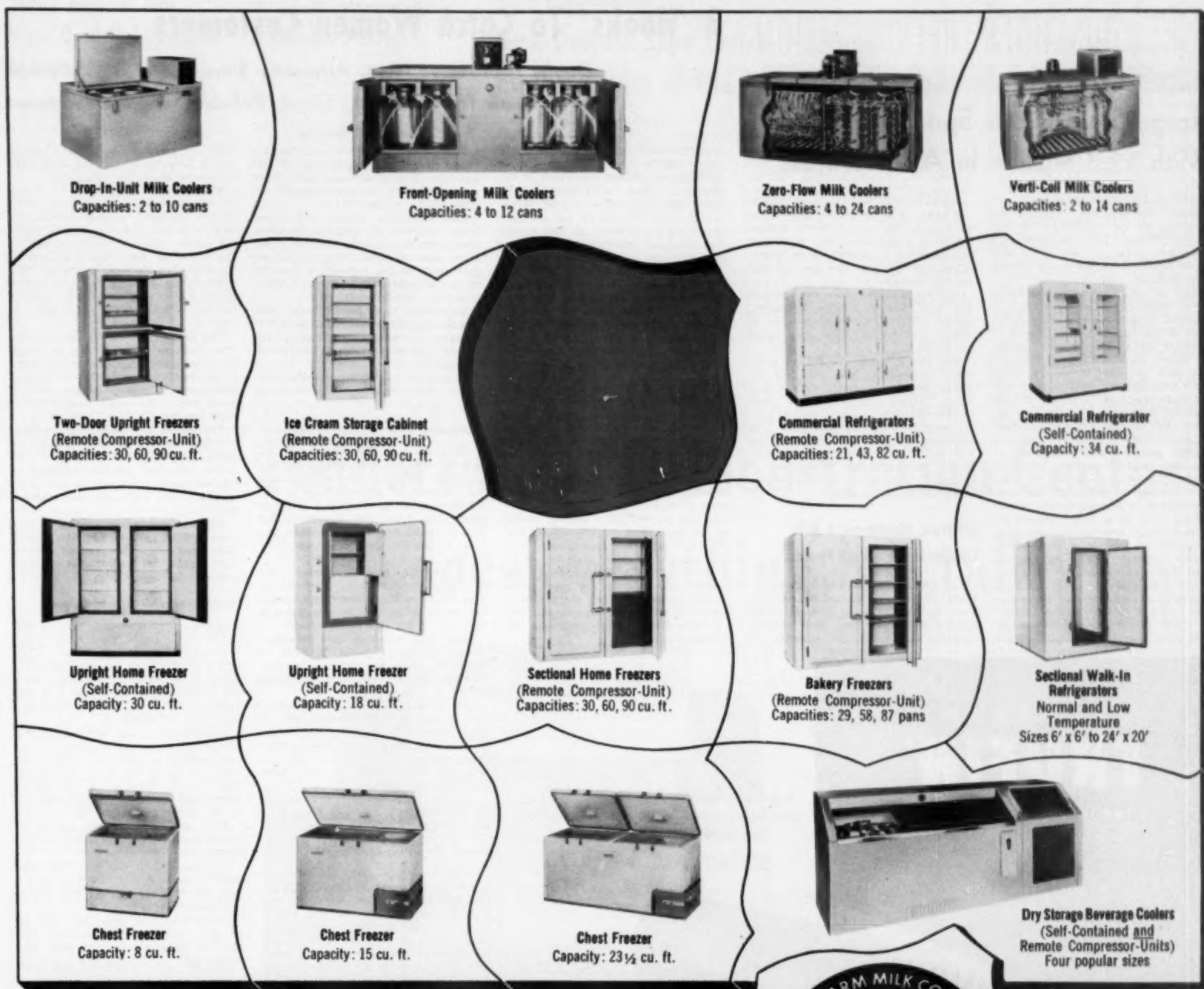
Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ABC





**Drop-In-Unit Milk Coolers**  
Capacities: 2 to 10 cans

**Front-Opening Milk Coolers**  
Capacities: 4 to 12 cans

**Zero-Flow Milk Coolers**  
Capacities: 4 to 24 cans

**Verti-Coil Milk Coolers**  
Capacities: 2 to 14 cans

**Two-Door Upright Freezers (Remote Compressor-Unit)**  
Capacities: 30, 60, 90 cu. ft.

**Ice Cream Storage Cabinet (Remote Compressor-Unit)**  
Capacities: 30, 60, 90 cu. ft.

**Commercial Refrigerators (Remote Compressor-Unit)**  
Capacities: 21, 43, 82 cu. ft.

**Commercial Refrigerator (Self-Contained)**  
Capacity: 34 cu. ft.

**Upright Home Freezer (Self-Contained)**  
Capacity: 30 cu. ft.

**Upright Home Freezer (Self-Contained)**  
Capacity: 18 cu. ft.

**Sectional Home Freezers (Remote Compressor-Unit)**  
Capacities: 30, 60, 90 cu. ft.

**Bakery Freezers (Remote Compressor-Unit)**  
Capacities: 29, 58, 87 pans

**Sectional Walk-In Refrigerators Normal and Low Temperature**  
Sizes 6' x 6' to 24' x 20'

**Chest Freezer**  
Capacity: 8 cu. ft.

**Chest Freezer**  
Capacity: 15 cu. ft.

**Chest Freezer**  
Capacity: 23½ cu. ft.

**Dry Storage Beverage Coolers (Self-Contained and Remote Compressor-Units)**  
Four popular sizes

## NO MISSING PIECES IN THE WILSON PICTURE

Possibly the biggest advantage of the Wilson line is its *completeness*. It gives the Wilson distributor—the Wilson dealer—a *full line* of quality products . . . farm and home freezers, both chest type and upright, farm milk coolers, commercial coolers and refrigerators . . . Beverage coolers in a complete range of sizes and a variety of styles to fill every need. No wonder dealers and distributors call their Wilson franchises the most valuable thing they own.

There may be a Wilson Wholesale Distributor Franchise available for you. A few valuable territories are still open. Write, wire, or phone for complete information today.

# WILSON

## REFRIGERATION, INC.

Smyrna, Delaware

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATION



## HOUSEHOLD REFRIGERATION

Norge Spearheads Spring Promotion  
With \$2.5 Million In Ads, Contest

CHICAGO—Embarking on the largest concentrated promotional campaign in the company's 25-year history, Norge Div., Borg-Warner Corp., will employ a total of 2.5 million dollars in the three-month period, April through June.

Most of this will be concentrated at the local, or dealer level, and is designed to sell more Norge appliances in the spring selling season. Details of the promotion, called the Silver Jubilee Viking Contest, have been revealed to several hundred wholesalers, who in turn will hold local meetings. A series of four regional distributor meetings, attended by several hundred wholesalers from the 71 Norge distributorships, has just been completed.

In the dealer contest, sales of qualified Norge products by the dealer to a consumer during the April-June period, will earn prize points entitling him to a wide assortment of nationally known merchandise.

The dealer contest is a Norge-Distributor activity, with distributors conducting the campaign and presenting it to dealers.

National advertising will be spearheaded by ads in such media as *Life* and *Good Housekeeping* magazines. Newspaper advertising will direct

readers to "Hurry, come in today."

Plenty of dealer aids, plus introduction of the new AW-401 washer, featuring finger-tip control at \$229.95, are expected to provide sales ammunition for dealers who go "all-out" on the contest.

Newspaper ads will also feature the two "Silver Jubilee Specials": model CW-220 standard washer at \$99.95 and model N-3A gas range at \$99.95.

For the AW-422, Time-Line automatic, newspaper ads will tell the public that for a limited time a generous supply of "All," a well known detergent, plus a clothes carrier will be given as free gifts with purchase of the unit. The washers will be sold on a complete money-back, unconditional guarantee if within 30 days after installation the customer is dissatisfied.

All State Distributes L & H  
Line in North, West Florida

JACKSONVILLE, Fla.—Appointment of the All State Supply Co. here as distributor of L & H home appliances in northern and western Florida, was announced recently.

## 3 'Hooks' To Catch Women Customers

Dealer Must Have Neat, Attractive Store; Courteous Salesmen  
Who Know Their Products; Good, Reliable Service Department

By George M. Hanning

TORONTO, Ont., Can.—Women, either behind the counter or in front of it, are extremely important to the appliance dealer who wants to be successful. Willie Mae Rogers, director of home economics for the Admiral Corp., declared at the recent convention of the Canadian Association of Radio and Appliance Dealers.

The woman on your side of the counter, Miss Rogers said, may work either directly for you, for the power company, the distributor, or the manufacturer. She is the sales-minded home economist.

## Get a Woman's Viewpoint

She can give you the woman's viewpoint on your products and your store, which is, in the main, your customer's viewpoint. As such she can help you make profits. Her main functions are to promote and sell the appliances in the store and to promote good public relations for you. She can also help you build a good sales promotion program.

If you haven't got a woman working for you, Miss Rogers advised the dealers, you should look around and find one.

Women on the other side of the counter, she stated, are your prospective customers. They are the chief buyers of what you have to sell and—if they are satisfied—your best advertising medium.

Women, she insisted, are the deciding factors in the buying of appliances. You must know what they want and treat them accordingly, in order to be successful.

The appliance dealer has three main interests in women. He must know how to get them into his store, know how to treat them after he gets them there, and know how to maintain good relations with them after the sale is made.

Expressed in another way, this means that the dealer must use three "hooks" to catch his female customers: Sagacity or know-how, sales, and service.

"If you are to get women into your store," Miss Rogers declared, "you must know how they think."

## Attitudes Are Strictly Personal

"Women," she said, "are never objective. Their thinking is strictly personal. When a woman looks at a refrigerator in a store, she is not thinking what a wonderful piece of equipment it is. She is considering how it would look in her kitchen and how it would suit her particular needs."

"A woman buys appliances for only one basic reason: convenience. She wants to know how it will make her work easier and how it will get her out of her kitchen quicker."

Miss Rogers noted that the successful dealer is going to have to make his store attractive to women and gear his advertising to the same idea.

The woman customer, she asserted, has changed over the past year or two. Today, she is not going to be so easy to handle. She knows that there are no shortages and that she can take her own sweet time about shopping around.

"She is going to get sweet revenge for the way she has been treated in past years," Miss Rogers warned.

## Good Reputation Vital

Today's woman customer is looking for a dealer with a good reputation for reliability. She is looking for a clean, neat store—not one where she will get her hands all dusty from handling appliances or snag her stockings on loose crates or wire. She is also looking for a place where she will get courteous treatment.

The energetic dealer will provide all of these things, Miss Rogers said. But if you can't provide them all, don't settle for anything less than good, courteous salesmen.

What is a good salesman, she asked? "He is one so skilled that he is able to persuade the customer to buy what he has to sell and at a profit."

Pointing out that it is the dealer's responsibility to see that the salesman is well-trained, Miss Rogers said that the dealer could ease his burden considerably by giving distributor salesmen cooperation in passing out information about his products. "The more product knowledge you have the better you can sell," she insisted.

Woeful Lack of  
Product Knowledge

She pointed out that even today, there is not enough product knowledge on the part of salesmen about such common appliances as the refrigerator. Although the refrigerator has been around a long time and is well accepted by the public, there have been a number of improvements made in the past few years that are leaving women in the dark.

They do not understand the difference between two-door refrigerators and two-temperature refrigerators, about moist cold compartments, freezer compartments, and self-defrosting methods.

"Often," she said, "the salesman doesn't know any more about these differences and what they mean to the consumer than the prospect does herself. But he should take the trouble to inform himself on them so he can explain them to his customers. In this way he can keep his customers from making a 'bad buy' by purchasing a refrigerator that will not perform the way they are led to believe that it will."

Good salesmen, she said, will also make post sale calls on their customers to see if the customer is happy

with her appliance and knows how to use it properly and at the same time to get leads on new prospects.

Service, the third hook on which to catch women customers, Miss Rogers declared, is also very important to a successful operation. Service starts with the telephone call to the store for help. The customer is naturally upset and nervous. The person who answers the call should assure her that she will receive prompt, efficient, and courteous attention.

The personality of the serviceman who answers the call can do much to create good relations for the firm. If the customer is met by a smiling serviceman, she will respond to his mood, relax, and begin feeling better right away.

The smart serviceman, she added, will let the woman talk freely and appear sympathetic. The very act of telling him her troubles—getting it off her chest—will soothe her feelings and she will feel much better for it.

"Women are reasonable creatures—no matter what you men may think—and they do respond to the right kind of treatment," Miss Rogers asserted.

## Make Service Appointments

She also pointed out that if the serviceman cannot come right away, he should make an appointment that will be convenient for the customer. Then, if by chance, he cannot keep the appointment, he should call her up and tell her so, and not make her wait until he shows up.

Another point that will endear the serviceman to the heart of the woman customer is to leave the kitchen at least as clean as when he came. That means wiping up all finger marks and foot prints, and disposing of all scraps and trash, she said.

Miss Rogers urged the dealers to take a good look at their service departments.

"If you have a bad one," she advised, "clean it out. If it is good, then tell the servicemen how much you appreciate him."

What does the dealer get out of all this? More sales to women—the bulk of prospective customers, she declared.

Toaster Issues Brief  
On Fair Trade Practices

CHICAGO—As evidence that it is "unreservedly in favor of the fair trade method of resale price maintenance," Toastmaster Products Div. of McGraw Electric Co. has issued a 42-page brief covering various phases of fair trade laws. The brief has been presented to members of Congress.

Greame Named Charleston  
Mgr. for Westinghouse

CHARLESTON, W. Va.—R. H. Greame has been appointed manager of the Charleston office of the Westinghouse Electric Corp.

Greame joined the Westinghouse organization in 1941, through the Westinghouse Electric Supply Co. in Williamsport, Pa.

He has been serving most recently as an application engineer in Middlesboro, Ky., and Charleston.

WOLVERINE  
TRUFIN<sup>®</sup>  
—THE INTEGRAL FINNED TUBE—

FIRST OF A SERIES OF ADVERTISEMENTS THAT  
TELL ABOUT PRODUCTS THAT MEAN MUCH TO  
THE REFRIGERATION ENGINEER



WILL GIVE YOU MOST SURFACE AREA IN THE SMALLEST SPACE

What are you striving for in your next refrigeration unit design? Increased efficiency? More compactness? Trufin supplies the answer to both.

Because the outside surface of Trufin in relation to the inside is multiplied many times through its unique finned construction, much less length of tube is required to meet the same requirements than if plain tube were used. Obviously this means that the unit you build can be accommodated in much less space. Result: a more compact unit.

Again by substituting an equal length of Trufin for plain tube of the I.D. you have already specified, you can obtain greatly increased efficiency from the same space.

Trufin is available in a variety of alloys including bi-metal, in various sizes, fin spacings, and heights.

<sup>®</sup>REG. U. S. PAT. OFF.

## WOLVERINE TUBE DIVISION

Columet & Hecla Consolidated Copper Company

Manufacturers of seamless, nonferrous tubing  
1413 Central Ave. • Detroit 9, Mich.

## Wolverine Mill Depots:

DETROIT, MICH. • DECATUR, ALA. • HOUSTON, TEXAS • LOS ANGELES, CALIF.  
LONG ISLAND CITY, N. Y. • PHILADELPHIA, PA. • PROVIDENCE, R. I. • ST. LOUIS, MO.

Sales Offices in Principal Cities

IDEAL  
Speed-Freeze  
PRODUCTS

BEVERAGE COOLERS AND  
INSTANTANEOUS DRAFT  
BEER COOLERS.  
(With Refrigerated Faucets)

IDEAL COOLER CORPORATION  
2913 EASTON AVE. • ST. LOUIS 8, MO.



## 'Dutch Auction' Ads Move Used Refrigerators At Good Profit Level

OKLAHOMA CITY—A modification of the old "Dutch Auction" idea is moving reconditioned refrigerators in the better-than-average price class for appliance dealer Al Robertson here and doing it at a good profit.

The "Dutch Auction" is the promotion idea whereby an item is set in the front display window with the price prominently marked. An adjacent sign tells passersby that the price will be reduced by a certain amount each day until the item is sold. Persons interested in the item try to hold out until the price drops to where they consider it a good bargain but are plagued with the thought that someone else might buy it first.

Robertson has modified the stunt to the extent that he operates it through the classified advertising section of a local newspaper. Whenever he has a "better priced trade-in" that must be sold at a tag considerably higher than the usual used merchandise, Robertson resorts to the "Dutch Auction."

He inserts a classified advertisement in the same spot in the paper daily so that it will be easy to find by persons interested in following the progress of the auction. The price of the appliance is given along with the line "Will Drop \$2 Each Day Until Sold" or "\$5 Less Each Day Until Sold." The advertisements continue to appear until the appliance is sold.

If Robertson figures that he must sell a deluxe used refrigerator, for example, at \$110 to make a profit, he may tag it initially at \$150, or even up to \$180. The price is then dropped \$5 a day until purchased. Very seldom does the refrigerator stay unsold until the \$110 level is reached, Robertson finds.

In many instances, Robertson said, he has realized a better profit from an appliance offered via the "Dutch Auction" method than by merely tagging it and placing it on the sales floor.

Another advantage of the plan is that people reading the advertisement often come into the store for "a look at the Dutch Auction refrigerator." Many times they remain to become purchasers of new appliances and always get their names added to Robertson's prospect list.

## Dealers Want Price, Wage Law End, Split on Reg. W.

CHICAGO — Appliance retailers favor the termination of price and wage controls but are pretty equally divided on whether or not Regulation W should be continued after June 30, it was learned in a survey of the membership of the National Appliance & Radio-TV Dealers Association.

A distinct majority, 61.3%, felt that price-wage controls were no longer necessary. Only 11.3% held that price-wage controls should be continued, and 27.4% favored keeping price-wage controls on a standby basis.

On the question of whether Regulation W should be retained or is no longer necessary, an even 45% took each position, with 10% requesting that Regulation W be kept on a standby basis.

## Motel Business Perks Up With Window Conditioners

SAN ANTONIO, Texas—Business has been greatly stimulated at Park Motel here by the installation of 1/2-ton window-type room air conditioners, according to R. F. Haner, manager.

Built in 1935, the motel contains 50 accommodations ranging in size from a single room with bath to three-room suites. Installed in the buildings' double-hung windows, the United States Air Conditioning Corp. units provide each guest with individual control of temperature, and can be used for simple ventilation in moderate weather.

The units were installed by Jerry Prasifka, a USAirco dealer in San Antonio. Operator of the motel is Col. Jack Lapham, a retired Army flier and well-known polo player and sportsman pilot.

## Artkraft Merges with Baltimore Porcelain

LIMA, Ohio—Merger of Artkraft Mfg. Corp. and Baltimore Porcelain Steel Corp. under the name of Universal Major Elec. Appliances, Inc., has been approved by stockholders of both companies.

The line to be manufactured by the new concern and marketed under the Universal name will include refrigerators, freezers, room air conditioners, dehumidifiers, automatic and conventional washers, driers, ironers, electric ranges, water heaters, kitchen cabinets, dishwashers, garbage disposers, and television sets.

Heading the new Delaware corporation are R. R. Trubey, chairman of the board, and Morton L. Clark, president and treasurer. Other officers include A. R. Grierson, vice president in charge of manufacturing; R. H. Money, vice president in charge of engineering; George J. Madill, vice president and works manager of the Lima Div.; and Leo T. Norvall, secretary and general counsel.

## 'Less Depreciation'

## Nick Delgato Slips Clutch—Refunds Purchase Price of Old Box—Almost!

BUFFALO — Nick Delgato, local appliance dealer, recently offered to allow customers the full purchase price of their present refrigerator—less 50 cents per month depreciation—on the purchase of a 12-cu. ft. Kelvinator refrigerator-freezer combination at \$499.95.

In a large newspaper advertisement, he called the promotion "the greatest trade-in offer Buffalo has ever seen." Copy admitted, "Nick has really slipped his clutch on this one! He's offering this sensational 12-cu. ft. Kelvinator at a net price far less than you would dream possible."

Delgato made only two restrictions to the offer. One was a maximum allowance of \$250 and the other was the stipulation that the trade-in be in good condition.

Here is how the allowance worked as stated in the advertisement: "Sup-

pose you bought a Norge model BR-8 in 1940. You paid \$279.95 for it. Nick will allow you the full purchase price toward this new Kelvinator—less 50 cents a month for every month you had it. That figures to \$279.95 less \$72 (50 cents a month for 12 years) or \$207.95 trade-in allowance on this particular model."

The ad also pictured five other models of different makes and ages, showing how the trade-in allowance would be figured. Copy continued:

"Do it now! Trade in that small, antiquated, overstuffed refrigerator with the midget sized freezer. Nick will give you almost the full purchase price in trade-in . . . and you'll have this brand new giant size Kelvinator at a record low price. Be here first thing tomorrow. Nick gives you 78 weeks to pay! There'll never again be an offer like this!"

## Temp. Controls Featured In Metals Warehouse

ST. LOUIS—Hubbell Metals, Inc., refrigeration and air conditioning parts wholesaler here, recently opened a new warehouse and plant on Euclid Ave. providing 54,000 sq. ft. of space under one roof and on one level.

The warehouse augments the facilities and offices at 2817 Laclede Ave., the company said. A feature is close temperature control to prevent moisture condensation, thereby eliminating the possibility of corrosion to metal stocks.

Another special feature is a "weatherproof" receiving dock and shipping dock. The receiving dock is large enough to accommodate three railroad cars and four tractor trailer trucks at one time. The shipping dock, located at the opposite end of the building, will handle 15 tractor trailer trucks. Ample maneuver room has been provided to reduce loading and unloading time.

The warehouse is constructed at one end of an eight acre site.

# Fedders New "Demonstration Center" does everything but talk!



**Double your profits on  
ROOM AIR CONDITIONERS  
by giving customers  
a complete demonstration!**

FEDDERS Room Air Conditioners are rapidly becoming one of the most important lines you as an appliance dealer can handle! Though marketed in volume only 3 years, room air conditioners racked up a volume of almost \$100,000,000 in 1951 . . . more than ironers, dishwashers and food waste disposal units.

And Fedders sets the pace again this year by giving you one of the most powerful selling tools ever devised. Fedders brand-new compact "Demonstration Center" will enable your salesmen to close more sales faster with the minimum of time and effort. Though occupying floor space only 57" wide and 30" deep this compact unit employs the most modern display and visual selling techniques. The selling story, copy and illustrations, plus the revolving sales chart, function as cues to help salesmen make the product pitch or act as automatic salesmen when the prospect is unattended.

This amazing new selling concept is available to you now! Don't wait for hot weather to hit . . . call your Fedders distributor and find out how you can get this potent new sales weapon that provides an organized place to sell . . . and organized story to tell. Get your share of the profitable comfort-appliance business.

*Six beautiful illuminated color transparencies show applications and installations. All the strong selling benefits of owning a Fedders are dramatized. Models and features are spelled out to cue your salesmen when making a pitch.*



**A GREAT NAME IN COMFORT**

**SEND COUPON FOR NEW PROFIT-PRODUCING IDEAS!**

FEDDERS-QUIGAN CORPORATION,  
Refrigeration Appliances Division  
Dept. AC-4, Buffalo 7, N. Y.  
Sir: Please send me complete information on your new  
Fedders "Demonstration Center".

Name.....  
Address.....  
Firm.....  
City.....  
County.....State.....

## Specialization—Key to Sales

Departmentalized Set-up of Phila. Firm Makes Each Salesman an Expert In One Line of Equipment and Broadens Selling Opportunities for All

PHILADELPHIA: Each salesman employed by the George C. Lewis Co., local air conditioning and refrigeration firm, is a specialist in a specialty field.

That's because all functions of the company have been departmentalized, with each salesman selling only one line of equipment. Thus, says William Kane, president, who has developed a long-range merchandising program, the company can do a concentrated sales job.

The concern was founded in 1913 by Lewis, who took on the General Electric line. In 1946 Kane entered the business to expand its merchandising activities, and in April of 1951 took over the presidency. Lewis, an engineer, is now a consultant on installation of heavy-tonnage air conditioning jobs and has offices of his own.

Sales of the company have soared to a yearly figure of around \$3½ million dollars, with packaged air conditioning equipment in the lead.

"Prior to the reorganization of the firm," Kane explained, "we sold every line of air conditioning equipment and were particularly interested in units over 50 tons so we could go into the engineering phase of this operation. But with the change-over, we decided to concentrate on units less than 50 tons so more stress could be placed on merchandising."

Functions of the firm were departmentalized in order to maintain better control over both sales and servicing policies. Individual sales departments handle air conditioning equipment, beer dispensing equipment, ice cube makers, and soft drink dispensers.

With its sales force of about 23 men divided so that each salesman is handling just one kind of equipment, the salesmen become experts in their particular product, Kane pointed out. This means better selling opportunities for all, he said.

If a salesman obtains a lead on a product other than the one he is selling, it is passed on to the proper department.

### Meetings Held Bi-Monthly

To keep salesmen's selling talents sharp, bi-monthly sales meetings are held. At each meeting, Kane reports on new products and selling ideas and then has a guest speaker address the group. The latter is usually a representative of one of the manufacturers whose products the firm handles.

Also, Kane has an expert tear down a piece of equipment to show the salesmen how it is constructed and how it operates.

During another portion of the meeting, a selected salesman tries to "sell" the product he handles to another salesman. About 15 minutes is

devoted to the presentation and then a general discussion is held.

"By seeing our men 'in action' and then having them throw criticism at one another, we have been able to detect many flaws in their selling techniques and correct them," said Kane. "This makes the men better salesmen and helps them close more sales."

Lewis salesmen work on a draw against commission. They earn a minimum of \$100 a week. Any who fall below this figure are checked by Kane to see where the fault lies. If such a salesman cannot show improvement in a certain time, he is replaced, for the company is interested in "live-wire" salesmen.

Under the long-range merchandising program developed by Kane, the salesmen are backed up with a variety of sales promotion activities and tools. Among these are newspaper advertising, radio spots, direct mail, telephone canvassing, and special sales literature and material.

In the latter category are easel-type selling pieces worked out by Kane. The easel is placed on a counter or table in front of the prospect and while the salesman talks, he flips the pages to take the prospect step by step through the product story.

For many years, Kane was consulted by General Electric on most of

## Commercial Refrigeration



FLIP-TYPE CHART is one of the selling tools developed by George C. Lewis Co., Philadelphia, to help salesmen clinch sales. Here, William Kane, president, shows salesmen how to use chart, which takes prospect through product story step by step.

their direct mail and newspaper advertising. Being a former advertising man, he knows this field well and makes full use of this knowledge in promoting his company's products.

### Arm-Length List Effective

Among other selling tools conceived by Kane is a list "as long as your arm" of purchasers of the firm's air conditioning equipment. This is a folder which the salesman unfolds along his arm so he can show the prospect that "our list of customers is as long as your arm." Looking over the list, prospects usually spot names with which they are familiar, and this can be another "persuader" in obtaining an order.

User lists are also employed by salesmen in promoting ice cube equipment. Salesmen are armed with a large two-color sheet similar to a handbill to attract prospect interest. At the bottom of the sheet is the slogan: "Customer's talk is better than salesman's talk."

Every salesman is equipped with a brief case in which he carries all the current literature and data on the product line he is selling. He is required to check his case daily to see that he has all the necessary materials and that it is up to date.

Every month, direct mailings are made to prospects for every type of equipment handled. A variety of material is sent out, from simple letters

and postals to catchy letters and folders.

Typical of some direct mail pieces are those letters with a small mirror attached, telling the prospect to look at a smart man who is buying a new beer cooler dispenser. Another has a penny attached, saying this is the change the reader will get if he calls George C. Lewis and has a free case of club soda delivered. This promotes the concern's "Sodamatic" equipment.

### Ads Mailed to Prospects

The firm also takes extra advantage of its ads. All newspaper and trade journal advertising is duplicated and mailed out to prospects for the particular product being promoted.

During the summer, the firm has 180 spot announcements per month broadcast over the radio promoting air conditioning. From these are derived many leads.

A use-the-user telephone campaign is always in progress. Office girls call up customers to ask if they are interested in any additional equipment or if they know of any prospects for the firm's products. This continuous contact promotes related items handled by the firm and also turns up new prospects.

Line product demonstrations are conducted in the showrooms.

"Prospects can see an assortment (Concluded on next page)

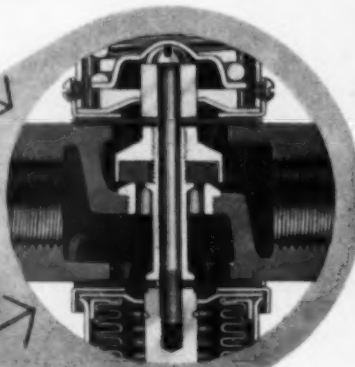


## PENN WATER VALVES

*Stay on  
the job*

**MUCH LONGER**

here's  
the reason



In the PENN Series 246 Water Valve... bellows, range spring and sliding parts never come in contact with water. Two nylon-reinforced synthetic rubber diaphragms (see cut-away view) effectively keep water out of these important "working parts".

Thus... the destructive effects of sedimentation and abrasive deposits which cause premature wear and water valve failure, never have a chance to attack the PENN valve. Result... more dependable operation and much longer life!

In addition, PENN's better design eliminates

water hammer... sticking of seats... need for lubrication. And the water valve is highly sensitive to changes in refrigerant head pressures to assure highest efficiency.

Built in sizes from 3/8" to 2 1/2" and in flanged or threaded styles, PENN Series 246 Water Valves are your best buy. Ask your wholesaler or write Penn Controls, Inc., Goshen, Indiana. Export Division: 13 E. 40th Street, New York 16, N. Y., U. S. A. In Canada: Penn Controls Limited, Toronto, Ontario.

**PENN**   
AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

**WHY are more  
dealers switching  
to FOGEL?**



*It's simple as A.B.C!*

### A—A COMPLETE LINE...

You can meet every need—sell every prospect without hop-scotching from one line to another.

### B—EXCLUSIVE MODELS...

Models that are "door openers." Designed for space-crammed neighborhood stores where competitive models can't fit. Eliminates "cut-throat" competition. Fastest profit-making food merchandisers on the market.

### C—PROTECTED TERRITORY

The Fogel franchise protects the sales efforts of the dealer who does a reasonable selling job. No purchase commitments required.

### Plus—COMPETITIVE PRICES

Competitive prices and generous discounts help you close more sales—make more profit.



"VANGUARD" 3-Door Produce Case; refrigerated middle giving "superette" service.



"VEGMAST" 3-Door Produce Case; refrigerated middle giving "superette" service.

*Get the Facts... Get the Profits*

**FOGEL** REFRIGERATOR COMPANY

Manufacturers of Quality Commercial Refrigeration Since 1899

5400-A EADOM ST. Cable Address "FOREFCO" PHILADELPHIA 37, PA.





PRODUCT DEMONSTRATIONS in the George C. Lewis showrooms show prospects just how equipment operates. Above, President William Kane demonstrates Sodomatic equipment for interested couple.

## Showrooms Feature Products In Action

(Concluded from preceding page)

of air conditioners in action, can draw their own beer from our beer dispenser, see how beer is cooled in a regular beer cooling box, and see the equipment in operation," Kane noted. "They can also examine our ice cube machines and dump the cubes, and operate our Sodomatic equipment. All this helps us close sales."

### Parties for Tavern Owners

During election days, when taprooms are closed by law, Kane stages a day-long party for tavern owners in his showroom. A door prize is awarded, entertainment provided, and refreshments served. To promote these open houses, he advertises in local taproom publications and then makes duplicates of his ads and

mails them out to tavern proprietors.

One such party attracted more than 400 taproom owners to the Lewis showrooms throughout the day, with many sales prospects being lined up as well as immediate sales made. These open houses have always paid off.

Indirectly, the firm has sold many air conditioning units to purchasers of new homes. With a tremendous amount of new home construction going on, Kane has developed a picture-type, loose-leaf book pertaining to air conditioning units for builders to show home purchasers. Photos show units installed in other homes.

The builder profits by the sale of an air conditioning unit and in several instances, many builders in the Philadelphia area have put air conditioning in the homes they were

building. These homes received substantial publicity in local newspapers and made hundreds of prospective home buyers interested in air conditioning. If a builder has an air conditioning prospect he can't close himself, the firm will put a salesman on the job.

In an effort to induce salesmen to put forth greater effort, the firm promotes contests between the men from time to time. These contests may be based on over-all sales volume or the number of units sold, and salesmen made up into teams as a variation.

### How Contests Work

As an example, the firm will pay each salesman an extra 1% commission on all business over \$25,000 that is done in a specified time. This is in addition to the regular commissions. As the salesmen's volume increases, so does the percentage bonus.

At other periods, the firm may pay an extra \$10 for every air conditioning unit sold within a certain period. Teams of one man from each department may be formed, with the winners getting merchandise or cash awards.

The servicing and maintenance department is divided into three branches for better control of these duties. These are the air conditioning department, ice machine servicing, and refrigeration equipment consisting of the beer cooling units, boxes, and Sodomatic equipment.

The entire servicing and maintenance staff is supervised by a service manager and there is a department manager at the head of each division.

Servicemen get from 2% to 5% of the gross sale of any lead that becomes a customer. This is an inducement

for them to make more calls per day and to get their work done rapidly.

The firm has two salesmen who follow up all customers to try to interest them in service contracts. The firm offers an over-all service con-

tract that covers parts and labor. Another covers just service but not labor, and a third covers periodic calls with minor cleaning and adjustment included. For regular jobs, parts and labor are charged at a prescribed rate.

## -54° Cold Room Tests Navy Clothing

BROOKLYN—The temperature in the room was -54° F. and the clothes of the man in it were caked with ice. But he insisted he was perspiring.

The room was the "cold room" of the Navy supply office here. The man was Norman Eisendorfer, a Navy textile technician, who was testing the Navy's new gear designed to protect the wearer from snow, sleet, ice, rain, and cold.

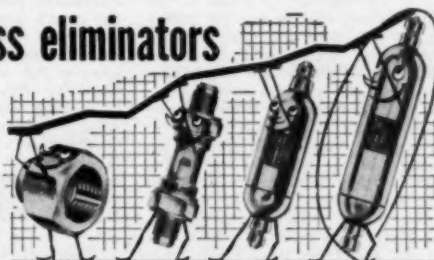
The gear consists of waterproof outer garments and anti-frostbite boots. Their effectiveness is due to dead-air space between the wearer and the outside cold.

Preparing for the test, Eisendorfer donned winter underwear made of cotton, an inner jacket of nylon fleece and cotton-nylon, an outer jacket and pants of acetate batting, nylon pile under a waterproof neoprene covered nylon material, a waterproof hood, and the new boots. Then he stood under a shower just before entering the cold room.

Eisendorfer stayed in the room for two and a half minutes while observers watched from an adjoining room where the temperature was only -20° F. He came out covered with ice but complaining, "I'm warm."

## REMCO loss eliminators

pull up profits for you!



**FROST-TITE FLARE NUTS**  
with forged frost-relief slots. No more losses from loosened "creeping" nuts.

**E-Z-SEE LIQUID INDICATORS**  
E-Z-see flow with new "FLO-INDICATOR" to indicate variations of flow.

**STANDARD DUTY DRYERS**  
The lowest cost, most efficient molded drier on the market.



New 100% improved and 100% foolproof! The New FIBERGLAS DEPTH FILTER provides vastly increased filtering capacity to take care of the dirtiest jobs—improved efficiency for even the smallest capillary jobs.

The MOLDED REMCAL DRYING ELEMENT provides increased moisture-absorbing capacity and improved efficiency even at liquid line temperatures as high as 150° F. and dew point temperatures as low as -60° F. Improved design also provides increased flow area—pressure drop and premature clogging or plugging are entirely eliminated.

### ATTENTION! MANUFACTURERS!

Try Remco Standard-Duty Dryers for real low-cost efficiency. Spun ends, with either Molded Remcal or Silica Gel. 1/4 thru 1 1/2 HP.



Carried in stock by  
Leading Wholesalers

Send for Literature and Prices



● Given time, cream always rises to the top... it is so in all fields of endeavor.

Through the years since the first Mills Refrigeration Units were made 17 years ago, they have been awarded first place by men who looked for lasting results, long range economy, and reliability.

Time has proved that Mills Refrigeration Units made to give superior performance, have always

been conservatively rated and ruggedly constructed to run on and on with little or no attention.

With shortage of man-power for servicing—it has never been so important or practical to insist on Mills for satisfactory refrigerating and air conditioning service.

Like the cream in the bottle, Mills Units remain at the top.

Illustrated Literature Mailed on Request.

MILLS INDUSTRIES, INCORPORATED • 4100 Fullerton Avenue, Chicago 39, Illinois

# MILLS

LONG LIFE  
REFRIGERATION  
UNITS

## Friendly, Outspoken Small Town Salesman Sells over 300 Freezers a Year by Telling Customers How They Can Profit



FRANK SHOFF, general manager of the McNaughton Appliance store in Fremont, Ind., checks over the contents of the Victor freezer in his kitchen with his wife, who is looking for a place to put the cake she just baked. Shoff claims to have sold more than 1,000 freezers in the past three years. He says that having the freezer in his own kitchen has helped him to sell more convincingly.

By John O. Sweet and George M. Hanning

FREMONT, Ind. — Selling close to 300 home freezers at retail in the past three and a half years is something of a remarkable accomplishment in itself. But when such a volume was done by a store in a town of only 865 people and when almost all of that volume was sold by one man, this feat is even more remarkable.

The store in this case is McNaugh-

ton Appliances here. The man is Frank Shoff, store manager and No. 1 salesman, who is moving Victor freezers at a 300-plus rate a year without gimmicks or stunts.

How does Shoff sell so many freezers? This is his formula: Be a good friend to the people in your community, keep up your personal contacts, and "back your product with action."

Actually, however, successful selling is the result of not just two or three factors, but the combination of a lot of things, according to Shoff. To begin with, Shoff is not the self-effacing type of salesman.

"I'm a very outspoken man," the Pennsylvania Dutchman affirms. "I tell people right out what I think and I believe they like it. If they don't, they must be gluttons for punishment because, by god, they keep coming back for more."

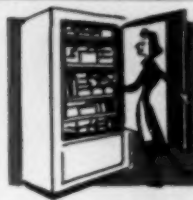
As an example, Shoff recalled a conversation with a crotchety old character in a local tavern.

"I walked into the bar the other evening," Shoff related, "and this fellow said to me: 'Frank, I'm going to buy me a freezer, but I'll be damned if I'll buy it from you!'"

"I came right back and said, 'By god, I wouldn't sell you a freezer if you were the last prospect on earth. You never have a good word to say about anything anyway and if you had one of my freezers you would just knock it all the time. Go buy your freezer somewhere else. I don't want anything to do with you.'"

"And do you know," Shoff added, "the very next day he was down at the store trying to buy a Victor freezer. My wife was in the store at the time and I was out. But she had heard about what happened. She wouldn't sell him a freezer. She told him to wait for me if he wanted to buy one so badly. He waited."

"When I got back to the store he



## HOME & FARM FREEZERS



was still there. But I wouldn't sell him a freezer. No sir! Made him go to some other dealer!"

Although a good share of Shoff's freezer sales are the result of personal contact, he also secures many leads through a network of "key people" in neighboring communities and a 15-minute program broadcast over a small-town radio station which blankets the area.

### 'Bird Dogs' Get 3%

Shoff selects as "bird-dogs" people who have wide contacts in their communities. They usually send or bring prospects to the store, and they are paid 3% lead commissions on sales closed.

At one time Shoff advertised in the local weekly newspaper. But he found that the paper's circulation was too small to do him much good. So he switched to radio advertising exclusively.

He sponsors the Vic Damone show which is broadcast locally by WTVB in nearby Coldwater, Mich. each Monday, Wednesday, and Friday at 9:45 a.m. Shoff picked out this show as ideal because it is aired between a woman's program and the stock reports. Farmers go to the house after morning chores to hear the stock reports and their wives usually have their early morning work done by the time the Damone show comes on, Shoff figures. Thus the chances are good that both husband and wife will listen in.

Commercials used on the program are prepared by Shoff and the continuity staff of the station. The same theme is emphasized in all freezer copy: that the freezer saves time, money, and labor, and retains the freshness of foods.

"It's welcome news to all homemakers who'd like to save money year-in and year-out," one typical commercial said. "It's news from McNaughton's of Fremont."

### Sells Money-Saving Angle

"And the good news is that, with a Victor food freezer, you'll save money by purchasing foods at in-season prices and storing for future use. In that way, you beat the high prices that arrive with off-season purchases of fruits and vegetables. And not only will you save money, but you'll always have those favorite foods at your fingertips."

"And the Victor food freezer, regardless of the size you choose for your particular needs, will retain over 98% of the freshness of foods stored. It's an enviable achievement, one that means foods are tasty, nutritious, and fresh when taken from the Victor freezer."

"Get all the facts about the great new Victor food freezers at McNaughton's of Fremont—or phone Fremont 6 for a representative to call at your home."

Another declared, in part: "Here's something every woman wants—the chance to escape from the burden of canning, the chance to store foods for future use without tedious, hot hours over a stove. That's why hundreds of women are going to McNaughton's of Fremont to see, and

to buy, the beautiful Victor food freezers."

The Vic Damone show is not the first radio program sponsored by Shoff. Earlier, he used a program featuring a local organist playing request numbers for birthdays, anniversaries, etc. Names and addresses of those making requests went into a prospect file.

But this program was actually too good, Shoff said. So many requests were received that they couldn't all be filled. So rather than disappoint a lot of people, this program was dropped in favor of the Damone show, he explained.

### Radio Proves Effective Advertising Medium

The latter program has been very effective in developing prospects, Shoff is convinced, and he plans to continue using radio indefinitely. He's also planning to use spot commercials on television in the near future. He thinks television advertising would pay dividends in his area even though the nearest TV station is in Kalamazoo, Mich., 55 miles away.

When Shoff lines up freezer prospects, his sales approach varies with the prospect. But in all cases he stresses what the freezer can do for them rather than its mechanical features.

"I size up the prospect first and talk about his or her family. In this way I get an idea of what size freezer they should have. I don't rush them because farm families are in no hurry to buy. And I find that you have to vary your techniques according to the personality of the prospect. You can't sell Mrs. Jones the same way you sell Mrs. Smith."

### Uses the User

"I always try to find out where the prospect lives so I can refer her to a Victor freezer owner in her area. This is effective particularly if she says she is not familiar with the Victor name and wants to know who has one."

"In telling the freezer story, I emphasize the economy angle and the health angle. I tell prospects I can prove that a family of five can save up to \$8 per week on their grocery bill by buying in quantity when the price is low."

"I point out that they can buy meat in quantity from the local locker plant at wholesale prices—I arrange that for them. I tell them they can get a 300-lb. side of beef for \$105—or about 35 cents a lb. If they don't believe it, by god, I show them my own bills to prove it."

"They can also go to the grocery store at night or late Saturdays when the grocer is trying to get rid of his fresh vegetables. He cuts the price on them and the customer can buy large quantities and put them in her freezer. They will be just as good weeks later as the day she bought them."

"If the prospect has children, I point out that a home freezer will put bloom into the little ones' cheeks. When eating from a home freezer, they are getting fresh vegetables and

(Concluded on next page)

"A Servel Supermetac really goes in to stay!"



Proved...and Approved  
BY EVERY TYPE OF  
COMMERCIAL REFRIGERATION  
USER... EVERYWHERE!

Small wonder Servel gets the nod of approval from keenest judges of condensing unit quality. They will tell you that for easier installation—and for longer care-free service—the simple, compact Supermetac gets top rating. They will tell you that its smooth, all-but-noiseless operation is far "keeps." They will also tell you that years of steady service rest lightly on the Supermetac. In fact, thousands can point to Servel installations made many years ago... and still going strong. Any way you weigh condensing unit value, you'll find Servel scores higher on every count. And there's a model for every commercial refrigeration and air conditioning use— $\frac{1}{2}$  to 5 HP.

WRITE FOR COMPLETE SPECIFICATIONS  
AND CAPACITY DATA TO THE ADDRESS BELOW

### Typical Trouble-Savers:

- no belts or pulleys to wear out or reduce power
- force-feed lubrication protects every vital point—no manual oiling
- oil-free refrigerant rules out damage by oil "slugging"
- cushioned quiet—special mountings prevent vibration
- ruggedly built—rust-resistant bronze finish

...and there's always  
Servel's Factory-  
Extended Warranty



## SUB-CONTRACT SERVICE

### ON DEFENSE OR CIVILIAN WORK

We are equipped to handle volume production of your defense or civilian work. Check your needs against these services and facilities:

STAMPINGS - Over 80 presses up to 125-ton capacity—blank and draw presses included. We furnish dies on request.

ROLLED SHAPES - 10' rolling machines for simple or intricate rolled shapes. Greene rolled forms are used the world over.

PLATING - Nickel, chrome, cadmium, brass, bronze and zinc.

POLISHING & BUFFING - Hand and automatic equipment.

PAINTING - Spray and dip—air dry or baked.

ASSEMBLIES - Spot welded, screw fastened, etc. Screw machine

sources available for combinations of turned and stamped parts.

A letter or phone call will bring a representative to call. No obligation on quotations. G-10



Greene of Racine

GREENE Manufacturing Company, Inc., Racine, Wis.

SERVEL, Inc., Electric Refrigeration Division, EVANSVILLE 20, INDIANA



## Make Friends and You'll Make Money

(Concluded from preceding page)  
fruits—full of vitamins—all the time. They will get fewer colds in winter and grow up to be stronger than their folks ever had a chance to do. This is a very telling argument.

"The health angle can be used just as effectively with older people, too. A while ago an elderly couple came into the store and I suggested they should buy a freezer.

"They said, 'Why, Frank, we've only got a few years left to live. Why should we buy a freezer?'

"So I told them, 'Well, why not make those last years as pleasant as you possibly can?' I pointed out how easy it is to fix foods for freezing and wound up the conversation with a sale.

### Most Sales Are 16 Cu. Ft. Up

"Another thing. I never sell a customer a freezer that is too small. Nearly all my sales are in the 16-cu. ft. size and larger. If a customer thinks the freezer will be too large, I tell him to try it for six months. If at the end of that time, he still thinks he wants a smaller freezer, I will give him the smaller freezer and refund the difference.

"I have never had to exchange a freezer yet!"

As additional sales clinchers, Shoff offers prospects \$8 or \$9 worth of packaging materials and a free wiring service. The former consists of a 400-ft. roll of wrapping paper and a carton of freezer boxes.

The latter means having an electrician run a line from the customer's lead-in box directly to where he wants the freezer located. And, Shoff noted, "we always put the plug directly behind the freezer so that children can't tamper with it."

Shoff performs this service, he said, primarily so that the home electrical circuit will not be overloaded and cause faulty operation of the freezer. Trouble often develops from just plugging a freezer in anywhere, he noted. This service eliminates dissatisfaction on the part of the customer and avoids unnecessary call-backs, he stated.

All this is excellent ammunition to use against the discount hunter. To such people, Shoff points out that his large sales volume permits him to buy in carload lots, thus enabling him to offer customers the lowest possible prices. And in addition they are getting the packaging materials and the wiring service.

### Discounting Is Vicious Circle

On this subject, the dealer emphasized that "once you start giving cash discounts, everybody will want them. And the word will spread fast at bridge parties and other gatherings."

Once the prospect has agreed to buy, Shoff always gets the contract signed on the spot.

"Many sales are lost," he said, "because a deal is agreed on but the actual contract signing is delayed a day or two. In the meantime, the customer may get to thinking about it and change her mind. If you haven't got a signed contract, you're out of luck."

After a sale is closed, Shoff follows up by delivering the freezer promptly—the same day if possible. Also, a freezer found to be scratched, marred, or defective in any way upon delivery to the home, is replaced at once with another unit.

When a freezer is put into a customer's home, a card is attached to it listing the store's name, address, telephone number, and Shoff's home phone number. Customers are told they can call anytime—day or night—if service is needed.

"I've been called in the middle of the night and on Sundays for freezer service," Shoff said, "and I always answer such calls. Such service helps a great deal in building your business. You can sell like the devil but if you want to be successful you've

got to back your product with action."

Up to a few years ago, Shoff had had no refrigeration service experience. However, he does not subscribe to the theory that "you can't teach an old dog new tricks."

He took a freezer service training course at the Victor factory when he first started selling Victor freezers. He employed a serviceman and attempted to pass on to him the factory methods he had learned. But, Shoff commented, "I learned more from the serviceman than he did from me. So I do all the service work myself now."

Fremont being located only two miles south of the Michigan line and seven miles west of the Ohio line, Shoff enjoys one advantage many other dealers do not have. Residents in both these states can buy freezers from Shoff without having to pay state sales taxes, inasmuch as Indiana has no such tax.

While back Michigan tax agents made an effort to collect use taxes from residents who purchased goods in Indiana. So Shoff told the agents he would pay this tax for his Michigan customers provided the tax was collected from all other Indiana businesses along the border. The agents agreed to the idea but apparently never succeeded in collecting from other concerns because Shoff has not been bothered since.

### Counts on Personal Contacts

Direct mail promotions are seldom used by Shoff, but one post-card mailing proved very worthwhile. This was to notify customers of a change in telephone numbers. It read:

"Dear friend and customer: You are one of our many Victor freezer owners and we feel it only fair, since we have had new telephones installed, to give you our new numbers so we may give you the same service on your Victor home freezer as in the past. In case of trouble of serious nature please call Fremont 4115 or Fremont 2245 (nights and Sundays). McNaughton Appliances, Frank Shoff."

"P. S. Don't forget us for your other appliance needs!"

This card led to the sale of at least 50 freezers, Shoff claimed. Freezer schools and window displays are promotional methods that Shoff lets pass by the wayside.

"We held a freezer school here last August," he said, "when the International Harvester home economist came to town—we also handle the I-H freezer. We pulled a full house with many people standing in the back."

"The school was a success from that standpoint and because it taught customers how to use their freezers better. But almost everybody there already owned a freezer. I recognized every person that came, so we didn't get any new prospects."

"Freezer schools may be all right, but we didn't get any business out of it."

### Few Window Shoppers In Small Towns

As for window displays, Shoff thinks they have no place in small towns. "When people come to a town of this size, they don't come in to window shop," he explained. "They don't walk along the street looking in store windows."

"We put a bright yellow range in the window once and it drew quite a bit of attention and brought some people into the store. But it didn't help us to sell one range. I figure anything that will attract attention will be all right for the window. But a window display in itself won't sell anything."

Another thing Shoff shies away from is trade-ins. He refuses to accept them.

"What I will do, though," Shoff said, "is take the customer's old appliance and fix it up for him—charging him for the reconditioning—and

let him sell it himself. Or, if he wants, we will sell it for him and even arrange the financing of time payments."

"But when we do sell this way, we make it clear to the purchaser that we are selling it for our customer and do not guarantee it. So far this plan has worked well."

"We feel that we are in business to make money. And you can't make money if you are going to give it away in discounts or tie it up in used merchandise."

"I do all the buying for the store and I make it a practice to buy in quantity where I get the best discount on products that are most profitable to handle and offer the least service troubles."

### Freezers Account for 45% of Volume

"Trade-ins are one reason why we do not push refrigerators. We sell very few. Instead we concentrate on home freezers, which account for more than 45% of our volume."

Shoff stated that building up to a volume that averages more than 300 freezers a year was no easy job. When he first came to town in 1948 from Fort Wayne where he had sold Firestone freezers and tires throughout this area, he was greeted with hostility as an intruder.

As the new manager of McNaughton's hardware store, which also handled appliances, he decided against trying to battle this hostility directly. So he began beating the bushes in territory outside the immediate vicinity of Fremont. He was quite successful.

"As the local people watched the parade of freezers and other appliances moving out of the store, they

began to think they were missing out on something," Shoff recalled.

"Gradually more and more of them came in to buy things and get acquainted. It wasn't long before we were fast friends and I became known simply as 'Frank.' Just ask anyone around here now about 'Frank,' and they will know who you mean."

When he first took over, appliance store volume amounted to \$26,000 a year. By the end of 1949, he had built volume up to \$175,000. Last year he did more than \$200,000 worth of business.

### Pushes Freezers Hard While They're 'Hot'

Shoff said that he gradually developed the freezer business to where he sold 350 units in 1950 and some 300 in 1951. He sold 50 last June and almost the same number in July. He believes in pushing them while they are hot, and letting them ride during the off-season.

Sales dropped off last year because people became more interested in television than in home freezers, Shoff reported.

"That was all right with me," he said. "I sold them television last year and will sell them freezers next year. I handle both. I don't believe in trying to switch them from something they don't want at the moment when I can sell them what they do want."

Shoff commented that McNaughton's was the first store in the county to have a television set even to demonstrate. At that time he could only get a picture a few evenings a week. Programs had to come in from 55 or more miles away.

But, having the first set not only gave Shoff a beat on competitors, it

enabled him to experiment in developing ways to get good reception. This knowledge stood him in good stead later on.

Working closely with Shoff in the appliance store is a "handy man" who buys and repairs TV equipment, oversees delivery of all freezers, and even chalks up a freezer sale now and then. Other store personnel includes a television technician, two men who install TV aerials, two delivery men, a plumber, and an office girl who also sells appliances.

The store is one of several local concerns owned by E. B. McNaughton, president of the Fremont bank. Other McNaughton enterprises are the hardware store, an automobile agency, and an implement firm.

Shoff has great respect for "the old man," commenting: "My success would not have been possible without his help."

Another source of inspiration to Shoff is his wife, who is an enthusiastic freezer saleswoman herself. She related that she spent so much time telling others about the benefits of a freezer that she had to buy one herself.

And now, after having used a freezer extensively in her own kitchen, Mrs. Shoff is more convinced than ever of this product's merits. She observed: "If I had to make a choice of giving up my refrigerator or my freezer, I'd give up the refrigerator."

In line with his policy of making friends, Shoff advises: "Don't forget the barbers. They cut an awful lot of hair!"

### JUST ASK US!

Turn to "What's New" Page for useful information on new products.

**REMEMBER THESE NUMBERS when you want PEAK PERFORMANCE on Large Solenoid Applications**



**SPORLAN Type 171 SOLENOID PILOT CONTROL**



**SPORLAN Type 90 SOLENOID VALVE**

**Sporlan** now offers you the Type 90, the largest member of the Sporlan Solenoid group with ratings up to 40 tons Freon 12, 60 tons Freon 22, and 200 tons Ammonia in either pipe or sweat connections.

With its twice dipped layer wound coils, tight closing, and many other long-life Sporlan features, the new Type 90 is the answer to specifications that demand a large Solenoid valve.

*On the other hand,* the new Sporlan Type 171 Solenoid Pilot Control offers the latest developments in the field of Pilot Controls, which Sporlan has pioneered for many years. It is used in place of extra large Solenoid valves for Freon 12, and Methyl Chloride. It costs less to buy, is more economical to install, and assures positive shut-off of liquid line. It is made in one size only and can be used on any capacity job no matter how big! Together these two Peak Performers make a perfect team in the large Solenoid field, for either one or the other will solve any large Solenoid problem you may have.

Buy **SPORLAN** right down the line!

Write for Bulletin 30-110 and 30-70 today... Then see your Sporlan wholesaler for Peak Performance on your next large Solenoid installation.

**SPORLAN VALVE COMPANY**

7525 SUSSEX AVE. ST. LOUIS 17, MISSOURI

EXPORT OFFICE  
89 BROAD STREET • NEW YORK 4, N. Y.

*a jewel... the new No. 156*  
SPRING and SUMMER

**HARRY ALTER'S DEPENDABOOK**

**REFRIGERATION Parts & Supplies**  
plus TELEVISION • RADIO • HEATING  
ELECTRIC MOTOR PARTS  
AIR CONDITIONING

Write for your copy NOW!

**The HARRY ALTER CO. Inc.**

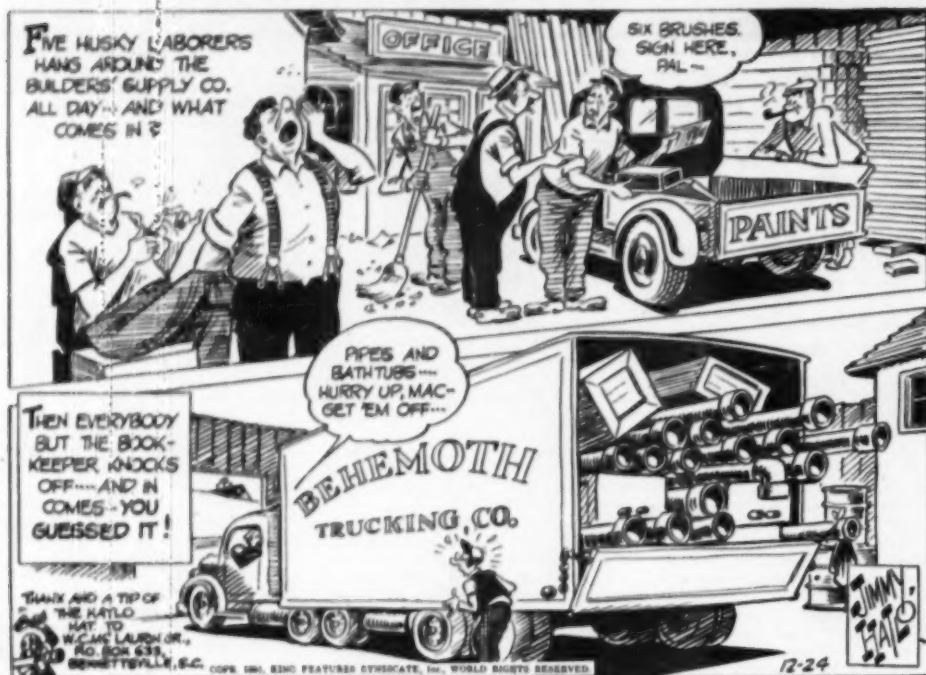
1728 S. Michigan Ave., Chicago 14, Ill.

124 Lafayette St., New York 13, N. Y.

Success doesn't follow when you copy from Harry Alter.



## They'll Do It Every Time . . . . By Jimmy Hatlo



## Do You Have 'Both Feet On The Ground'?

### The Firmest foundation for Finest refrigeration

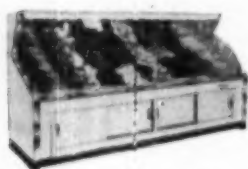
LARGE PROSPECT LISTS compiled by the industry's most concentrated and effective direct mail program, AND PRE-SELLING by ever-increasing national and local advertising . . . makes the McCray franchise a symbol of success . . . and makes those who qualify for it citizens of standing in their community.

For user or distributor McCray has proven for over six decades to be beyond question "the firmest foundation" . . . for the finest refrigeration and the most profitable business opportunity.

Write for details directly to McCray Refrigerator Company, Inc., 1295 McCray Court, Kendallville, Indiana.

Whatever the Refrigeration Problem, the Best Solution is

**McCray**



GO-1155 for produce, with the easy sliding doors



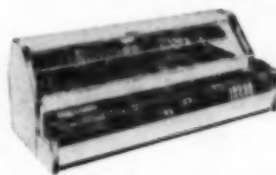
GP-6 for frozen food, self-defrosting, with the See-Well front



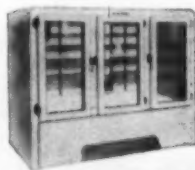
GX-54, The "Island King"—portable profit maker  
\* Trade Mark Registered



SA-40, solid door Beach-In for maximum protection



GV-10 three-way profit builder service, self-service, and storage



SA-500 for most efficient servicing of large quantities of foods



McCray Means Dependability

McCray Refrigerator Company, Inc., Kendallville, Indiana

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

Trade Mark registered  
U. S. Patent  
Office:  
Est. 1898



Copyright  
1952,  
Business News  
Publishing Co.

F. M. COCKRELL, Founder

Published Every Monday by BUSINESS NEWS PUBLISHING CO.  
450 W. Fort St., Detroit 26, Mich. Telephone Woodward 2-0524.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: \$5.00 per year; 2 years \$9.00. All other foreign countries: \$7.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Please send remittance with order.

GEORGE F. TAUBENECK  
Editor and Publisher

PHIL B. REDEKER, Editorial Director

C. DALE MERICKE, Associate Editor

JOHN SWEET, Assistant Editor

HUGH MAHAR, Assistant Editor

GEORGE HANNING, Assistant Editor

MARGARET DEAN, Assistant Editor

Editorial Assistants: BERNICE SHEP-

LOW, DOROTHY FRITZ.

E. L. HENDERSON, General Manager

ROBERT M. PRICE, Adv. Mgr.

ALLEN SCHILDHAMMER, Western

Adv. Mgr.

ALICE M. BARROW, Adv. Secy.

WALTER J. SCHULER, Production Mgr.

GEORGE CASEY, Circulation Manager

Member, Audit Bureau of Circulations. Member, Associated Business Papers.

VOLUME 65, No. 15, SERIAL No. 1,204, APRIL 14, 1952

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

## Ceilings? What We Need Is Walls

There perhaps may be some arguments in favor of price control that will hold water, but if these arguments have been holding anything in a liquid form lately we'd guess it was Prohibition moonshine.

Even the theory of putting ceiling prices on virtually every commodity has many fallacies, and some of the ceilings we've gazed upon recently certainly left much to be desired, we are prone to say. Matter of fact, we were prone at the time.

(Some purist in semantics, of course, will call our attention to the fact that "prone" means "lying face down," and, therefore, in that position we wouldn't be able to inspect the ceiling. My friends, if you ever get yourself thoroughly entangled in red tape and gobbledygook of price control regulations, you'll be lying prone on the ceiling, too.)

How many people in this great nation, we wonder, realize what a manufacturer has to do if he wants to raise prices. In many instances, a producer of a package air conditioner, for example, has to give OPS a complete list of every part that goes into a conditioner as well as every labor operation.

And for each item and operation he has to show what it formerly cost and what it now costs him before his application for an increased ceiling price will be considered.

As many as 1,000 or so individual parts, if we count the nuts, bolts, and screws (and OPS does, or rather insists that the manufacturer do it), and an equal number of separate labor operations can be involved in the production of an air conditioner.

Besides that, this list must be gotten up in just the right form, or OPS can't be bothered.

There oughta be a better way.

But one of the most ironic things about the whole situation, as we view it, is that ceiling prices under the OPS have little or no relation to reality, at least for many factors of our industry.

In fact, all too many people in the appliance, refrigeration, and air conditioning industries would be overjoyed if they could get anywhere near ceiling prices for their wares. The old and frequently ignored law of Supply of Demand is still actively at work in spite of ceiling prices though influenced by government controls on credit.

With ceilings being what they are, and many prices falling far short of the artificial maximum, it somehow suggests putting up the roof of a house without any walls.

Get darned good ventilation that way but it sure draws a lot of birds and bats. And bats we've already got plenty of, especially in Washington.

What this industry has to do now is build up those walls. The consumer will give a quick sign when they're high enough for the roof without the misguidance of bureaucrats.





### High Head Pressure Causes Most Oil Decomposition

"There seems to be no question that in at least 90% of the cases decomposition of oil is caused by excessive discharge temperatures," declares John Bopp, chief chemist, Ansul refrigeration research.

"If service engineers carefully control the head pressures of the unit for which they are responsible and keep the discharge temperature within reasonable ranges, a majority of the cases of oil decomposition can be eliminated," he says.

"Decomposition of an oil of the pale type (the most commonly used type today) is not necessarily a reflection on the oil, since these oils are stable under normal conditions of operation.

"Excessive discharge temperature over long periods of time certainly cannot be construed in any way as normal operating conditions and an oil cannot be expected to maintain stability when exposed to these conditions," comments Bopp.

"When a unit is operating at excessive discharge temperatures a reaction between 'Freon-12' and the oil occurs with the liberation of large quantities of hydrochloric acid and possibly hydrofluoric acid," he explains, "which in turn reacts on the metal parts of the unit producing the corresponding iron and copper chlorides and fluorides.

"Together with this production of

chloride and fluoride, severe decomposition due both to heat and the action of the acid occurs in the oil with the attendant formation of large quantities of sludge which in time will render the unit inoperative."

### Small Belt Sander Speeds Valve Plate Resurfacing

You can easily reface a valve plate on a small belt sander, such as used in a cabinet shop. You can get an emery belt that will reface the valve plate in no time or remove a stubborn paper gasket. A thing like this is very handy to have in the shop because it will save a lot of time.

### 8 Educational Talks To Feature Michigan RSES Meeting In Grand Rapids

GRAND RAPIDS, Mich.—Eight educational talks covering various phases of refrigeration and air conditioning will feature the third annual convention of the Michigan Association of RSES to be held at the Panslind hotel here April 18 to 20.

The convention will open Friday night, April 18, with a movie presented by Wolverine Tube Division followed by a get-together party. Educational sessions will be held all day Saturday and Sunday morning with Saturday evening being devoted to a cocktail party, banquet, and dance.

Special events for the ladies include a trip to the Furniture Museum Saturday morning and a hat show Saturday afternoon where a specially designed hat will be awarded to some individual.

The complete program is as follows:

#### FRIDAY, APRIL 18

8 p. m.—Registration.  
8:30 p. m.—Film by Wolverine Tube Division and get-together party.

#### SATURDAY, APRIL 19

9 a. m.—"Servicing Hermetics," by E. Williams of Airserco Mfg. Co.  
10 a. m.—"Hints on Electrical Servicing in the Air Conditioning Industry," Harold Jenks of Westinghouse Electric Corp.  
11 a. m.—"Safety," Dick Hollingsworth, safety director.  
1:30 p. m.—"Controls," by K. W. Cash, Penn Controls, Inc.  
3 p. m.—"Solder and Alloy Brazing," by Ed. Smith, Handy & Harmon Co.

4 p. m.—"Are Oil Specifications Important?," by John Bopp of Ansul Chemical Co.

5 p. m.—Business meeting.  
6:30 p. m.—Cocktail party.  
7:15 p. m.—Banquet and installation of new officers.  
9:30 p. m.—Dance.

#### SUNDAY, APRIL 20

10 a. m.—"Soldering Technique and Refrigeration Products," by Guy Frizzell of Mueller Brass Co.

11 a. m.—"Water Saving Devices," T. K. Campbell of Bush Mfg. Co. and Heat-X-Changer Co.

12 noon—Dun & Bradstreet film on credit.

12:30 p. m.—Adjournment.

## Wholesalers' February Sales Down from Last Year

WASHINGTON, D. C.—Compared with a year ago, sales of refrigeration equipment and parts wholesalers in February declined 22% and those of appliance and specialty wholesalers fell off even more sharply—33%, according to the Bureau of the Census.

Compared with the preceding month, February sales of refrigeration equipment and parts wholesalers dropped 8% but those of appliance and specialty wholesalers were up 12%.

For the first two months of 1952, equipment wholesalers' sales tumbled 21% below the like 1951 period, while sales of appliance wholesalers skidded 46%.

Inventories of refrigeration equipment wholesalers at the end of February advanced 7% compared with a year ago and 3% compared with Jan. 31, 1952.

Those of appliance wholesalers were 8% lower than a year ago and were unchanged from the January level.

Reports submitted to the bureau by 4,308 wholesale establishments in various lines of business showed that February sales remained at practically the same level as a month earlier but dropped 8% below sales a year ago. Cumulative sales for the first two months of 1952 were 12% under the corresponding period of 1951.

Inventories at the end of February showed no change from the January level, but rose 3% above stocks on hand a year ago.

### Sales

Kind of Business and Geographic Division	Per Cent Change			February 1952 Panel	Reported Dollar Values (add 000)
	Feb. 1952 from Feb. 1951	Feb. 1952 from Jan. 1952	Feb. 1952 from Feb. 1951		
Appliances and specialties wholesalers	-33	+12	-40	120	24,120
New England	-41	-8	-43	13	1,960
Middle Atlantic	-43	+3	-45	25	2,370
East North Central	-39	+15	-44	30	2,917
West North Central	-32	+14	-35	16	2,474
South Atlantic	-28	+13	-27	31	2,570
South Central	-13	+30	-20	10	1,600
Mountain	0	+43	-19	8	1,257
Pacific	-22	+22	-34	10	2,486
Refrigeration equipment, parts (com'l)	-22	-8	-31	74	1,678
Middle Atlantic	-20	-17	-17	15	510
East North Central	-19	+11	-25	22	321
South Atlantic	-28	-9	-23	30	435
South Central	+1	+21	+3	4	174
Pacific	-34	-17	-31	10	182

### Inventory, End-Of-Month (At Cost)

Kind of Business and Geographic Division	Per Cent Change			February 1952 Panel	Reported Dollar Values (add 000)
	Feb. 1952 from Feb. 1951	Feb. 1952 from Jan. 1952	Feb. 1952 from Feb. 1951		
Appliances and specialties wholesalers	-8	0	94	37,790	
New England	+33	+11	10	1,924	
Middle Atlantic	-15	-3	14	6,214	
East North Central	+8	0	16	3,904	
West North Central	-37	-3	14	4,801	
South Atlantic	-1	+10	39	4,425	
South Central	-6	+1	7	2,178	
Mountain	+25	-8	4	1,802	
Pacific	+5	-1	7	2,058	
Refrigeration equipment, parts (com'l)	+7	+3	63	4,954	
Middle Atlantic	+3	+6	12	1,361	
East North Central	-2	-4	17	770	
South Atlantic	+20	+4	20	1,491	
South Central	-2	-	2	2	
Pacific	+8	-4	9	627	

\*Insufficient data to show separately.

**AIRO** stands for

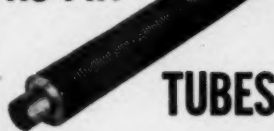
Complete stock of Refrigeration-Air Conditioning parts and supplies.  
Speedy, dependable service when you need it... wherever in the world you want it.  
New! Sectional Catalog saves you time. Write for your FREE copy, today!

**AIRO SUPPLY CO.**

2732 N. Ashland Ave., Chicago 14, Ill.

Made for YOUR job!

**RO-FIN**



**TUBES**

**ROME EXTENDED SURFACE HELICAL FIN TUBING** comes in many sizes. Fins are solder bonded for permanent integral contact. For refrigeration condensers, blast air cooling or heating coils, inter-coolers and after-coolers, dry cleaning recovery coils. Write for details.



222 Canal Street • Rome, N.Y.

### Warren Makes Big Stride In New Freezer



ATLANTA, Ga.—After many months of extensive laboratory and field testing, The Warren Company announces a new 8-ft. frozen-food display case, Model LO-8. Even fruits and juices with high sugar content are kept firm and in finest quality by the sub-zero tempera-

tures of the LO-8. Its capacity of 612 packages is, indeed, exceptional, and practically this entire display is visible through the extra-wide four-glass Thermopane display front.

For further information, write to THE WARREN COMPANY, INC., P. O. Box 1436, Atlanta 1, Georgia.

**NO FINER REFRIGERATION OIL at any price!**

- ✓ LOW MOISTURE
- ✓ LOW WAX
- ✓ HIGH STABILITY
- ✓ PROTECTED UNIFORMITY

## ANSUL THE ALL-TEMPERATURE REFRIGERATION OIL

THE NEW... IMPROVED... ANSUL REFRIGERATION OIL... IS A RESULT OF THE PERSISTENT SEARCH BY ANSUL CHEMISTS AND REFRIGERATION TECHNICIANS FOR THE FINEST QUALITY REFRIGERATION OIL... AT ANY PRICE.

Since Ansul Refrigeration Oil was introduced in 1940, its acceptance by refrigeration men has continued to expand. In only two short years Ansul has become the leading refrigeration oils sold exclusively through Refrigeration Wholesalers.

The New... Improved Ansul Refrigeration Oil is now available at leading refrigeration wholesalers everywhere. It meets, or surpasses, every specification established by Ansul Research for a high quality refrigeration oil.

### NOTE THESE OUTSTANDING ANSUL OIL FEATURES

- Lower flash point.
- 50% lower wax content.
- Moisture—ANSUL CONTROLLED minimum.
- Lower pour point.
- Rigorously checked for high stability.
- Lowest affinity for moisture.
- Lowest price.
- Available in quart, 1-gallon and 2-gallon cans; also in 5-gallon and 55-gallon steel containers.
- Improved features.

BUY IT AT THE NEW LOW PRICE. Use it for more dependable, trouble-free lubrication.

Write for information on Technical Bulletin available to the Refrigeration trade.

ANSUL SULFUR DIOXIDE • ANSUL METHYL CHLORIDE  
ANSUL OIL • KINETIC "FREON" REFRIGERANTS • ALSO MANUFACTURERS OF INDUSTRIAL CHEMICALS • DRY CHEMICAL FIRE EXTINGUISHERS

**ANSUL**  
CHEMICAL COMPANY  
REFRIGERATION DIVISION  
MARINETTE, WISCONSIN

## Service & Supplies

### New Sub-Zero Warehouse Stores 6,500,000 Gals. of Citrus Juice Concentrate

PLYMOUTH, Fla.—Claimed to be the "world's largest sub-zero refrigerated warehouse," the Central Florida Refrigeration Warehouse here provides 2,500,000 cu. ft. of storage space particularly designed to handle 6,500,000 gals. of frozen citrus juice concentrate.

The \$1,200,000 warehouse has been leased for 10 years to the Minute Maid Corp., which has first call on its storage capacity for its own products. Any unused space is made available to other firms in the citrus industry who have products requiring the protection of sub-zero refrigeration.

Lying within a quarter-mile of easy trucking distance from Plymouth's citrus concentrating plants, the cold storage warehouse is a low, single story affair with loading ramps circling three of its four solid walls. Its flat decked 100,000-sq. ft. roof bears the full brunt of the sun in an area where ambient temperatures are said to hover around 95° F.

To insulate the warehouse from the hot sun, the roof was covered with a 15-year bonded, 3-ply felt, pitch, and slag roof. This was applied over an aluminum foil vapor seal laid on a 2½-in. gyp deck placed on joists 16 in. deep. These joists support wire mesh and fiber glass mats from their undersides, forming deep interstices loaded with a blown fiber glass fill. Further protection was provided by insulating the concrete walls with 3-in. thick cork curtain walls running from the ceiling to a point 1 ft. below the building grade. It was found practical to lay a conventional concrete floor atop the usual sand fill at a level approximately 4 ft. above the building grade.

A constant -10° F. is maintained in the cold rooms. Frank Penn, Minute Maid engineer, considers this temperature ideal for storing concentrates and maintaining high quality control standards.

Three high speed York v/w ammonia compressors are used to provide the refrigeration while a fourth is held in reserve. Two large diesel generators are on standby duty.

### Sporlan Valve Shifts 2 Field Men, Adds 1 In New Sales Territory

ST. LOUIS—Sporlan Valve Co. here has announced territory reassignments for Jack E. Dannels and Will Reichenbach and appointment of Robert L. Vandiver as field sales engineers for the newly established territory with headquarters



J. E. Dannels



R. L. Vandiver



Will Reichenbach

in Syracuse, N. Y. Vandiver's territory comprises western New York and western Pennsylvania, sections of which were formerly in Cleveland and New York City territories.

Vandiver attended Ohio State university and was formerly associated with Wright Air Development Center Equipment Laboratory of the U.S.A.F. and Chrysler Corp. Airtemp Div. During World War II he served with the Army Engineers in the CBI theater.

Dannels, until recently, maintained headquarters in Cleveland. He has established his new office and center of operation at 8705 Monasanto Dr., Cincinnati. This change will afford Dannels a more expedient location for his operations, the company further said.

Reichenbach, who formerly covered portions of upper New York state territory, will concentrate his activities in metropolitan New Jersey. He will continue to operate from Sporlan's eastern office, 22 W. First St., Mt. Vernon, N. Y.

### 8 Wholesalers Appointed For Servel 'Supermetics'

EVANSVILLE, Ind.—Appointment of eight new wholesale refrigeration supply outlets for Servel "Supermetic" commercial condensing units and parts was announced by O. J. Dail, assistant vice president in charge of the Electric Refrigeration Div. of Servel, Inc.

The firms and their territory headquarters are as follows:

Acar Supply Co., Philadelphia; Jordan Supply Co., Buffalo; Henry M. Sweeny Co., Inc., Washington, D. C.; Enoch Sales Co., New Orleans and Mobile; Orlando Refrigeration Supply, Orlando, Fla.; Savannah Refrigeration Supply, Savannah, Ga.; Capital Refrigeration, Tallahassee, Fla.; W. H. Kieffer Co., Dayton.

Dail also announced that the Automatic Heating & Cooling Supply Co., Chicago territory, has opened a branch at Hammond, Ind., and the Wisconsin Refrigeration Supply Co., Milwaukee territory, has established a new branch at Green Bay, Wis.

Several hermetic condensing units and parts are now being sold through 101 wholesale outlets whose territories cover the principal trading areas of every state.

### -60° F. Not Cool Enough?

ANCHORAGE, Alaska—Despite the fact that the temperature sometimes dips to -60° F. in these parts, H. A. Faroe, owner of the Northern Supply Co. here, recently sold six 11-cu. ft. freezers. The customers wanted them for storing moose meat.



First hermetic units being repaired at Stewart & Prince, Inc., Danvers, Mass. All repair and test areas are air conditioned.

### Mass. Hermetic Rebuilding Shop Has Conditioning In Test, Repair Areas

DANVERS, Mass.—What is said to be the only complete hermetic-rebuilding shop in the northeast has been opened here by Stewart & Prince, Inc.

The new plant is devoted exclusively to the rebuilding and repair of hermetic units, according to J. B. Prince, general manager. He said the factory is equipped with the latest test and repair equipment, along with a motor repair shop.

All test and repair areas are air conditioned to control temperature and humidity.

The concern offers pick-up and delivery service covering most of New England. Units repaired and rebuilt by the firm will be unconditionally guaranteed for one year.

### Betz Appoints Yates Northwest District Mgr.

HAMMOND, Ind.—Betz Corp. here has announced the appointment of O. C. Yates, 2932 First Ave., Seattle, Wash., as north-west district manager for the sale of all Betz coils and units in the states of Oregon, Washington, Idaho, Montana, and Wyoming.

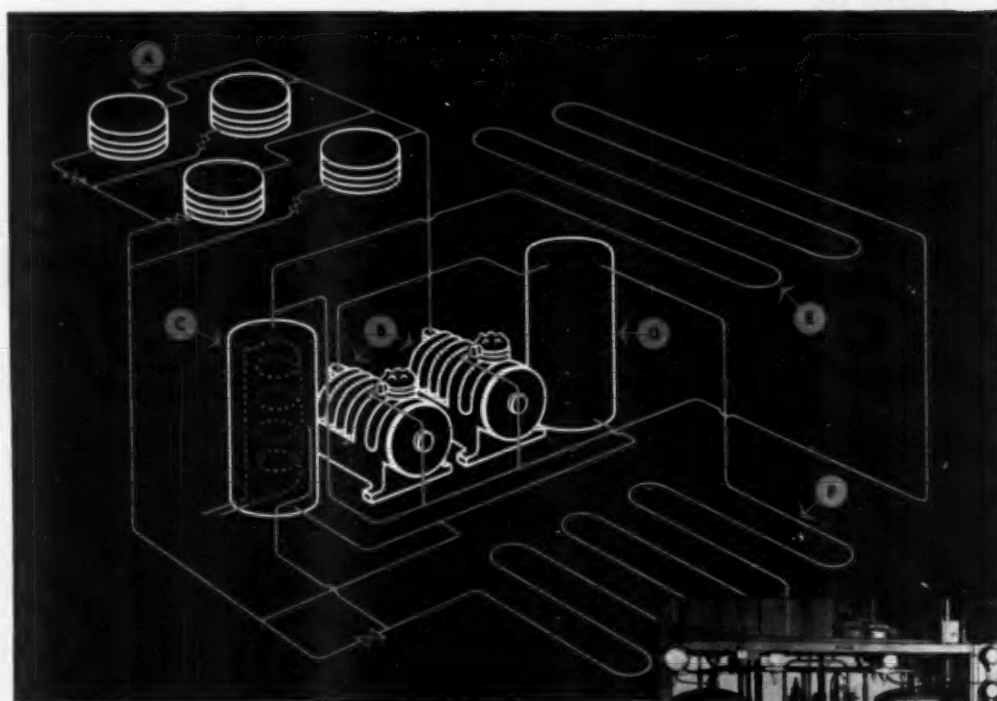


O. C. Yates

Yates will have a stock of units available for handling emergency shipments to the wholesale trade from Seattle, according to J. W. Bostwick, who is vice president and general manager of the Betz organization.

## How ANACONDA copper

# "HEAT PUMP"



**HOW IT WORKS**—Heat pump system in sausage plant removes heat from sausage with forced-air refrigerating convectors (a). Compressors (b) use Freon-12 refrigerant. 80-gallon heat exchanger tank (c) warms domestic water running through 300 feet of copper tubing. Surge tank (d) takes care of vapor or liquid refrigerant. 500 feet of copper tubing in office floors (e) provides radiant heat, and 1500 feet in basement floor (f) dissipates heat in summer, stores it for radiant heating on nights, weekends.

### ANACONDA Products for the Refrigeration Industry

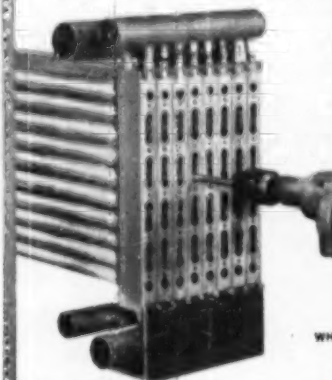
Copper Tubing	Hard Copper Tube cut to length	Formed Tube Parts
Restrictor Tube	Copper Water Tube in coils or straight lengths	Fittings
Bourdon Tube		Vibration Eliminators
Thermal Expansion Bulbs		Flexible Metal Conduit

**HEAT PUMP HEART**—All mechanical equipment is assembled as a packaged unit. Two 3-hp. compressors, plus automatic controls, are located between heat exchanger (left) and surge tank (right). Charles Charlton, Hartford, Conn., Designer.

### More Efficient—CLEANABLE

## CONDENSERS

WM WATER-COOLED DOUBLE-TUBE COUNTER-FLOW DESIGN



Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers are machined and brazed.

Write for Catalog and Prices.

WHOLESALE IN PRINCIPAL CITIES



Halstead & Mitchell

BRISSEMER BUILDING • PITTSBURGH 22, PA.

½-TON to 25-TON CAPACITIES



## NEMA Freezer Group Continues Program Of 'Freezer Education' In Public Schools

CHICAGO—The 1952 Distinguished Merit Award of the National Wholesale Frozen Food Distributors Association was presented to the "home freezer manufacturers of America" at the recent National Frozen Foods convention here.

L. C. Blunt, chairman of the farm and home freezer section of the National Electrical Manufacturers Association, accepted the award on behalf of the home freezer manufacturers.

In his response he said, in part: "We appliance manufacturers are pleased to have this evidence of industry-wide recognition for the hard work, promotional and educational effort which we have placed behind the sale of frozen food cabinets. . . . Let me tell you what we appliance manufacturers have accomplished by pulling together.

"Our joint promotional and educational program through the NEMA farm and home freezer section was begun in 1947 to help speed the public acceptance of this new method of food preservation.

"An increase in annual sales of 500% has occurred since 1946, when sales for the year totaled 210,000 home freezers. In 1951, a total of 1,050,000 were sold.

"This joint long range promotional and educational program was designed to supplement the programs of individual manufacturers of home freezers and other groups interested in promoting the use of home freezers and frozen foods.

### BOOKLETS MADE AVAILABLE

"The campaign has been directed to the consumer in two ways. First, through the production of booklets for consumer use. More than 570,000 copies of two especially prepared brochures, 'How to Get the Most Out of Your Home Freezer' and 'How to Enjoy Better Meals at Lower Cost with an Electric Farm and Home Freezer' have been distributed through local dealers and electric light and power companies.

"Second, the campaign was aimed to assist people in the field of public instruction—school management officials, teachers of home economics, county home demonstration agents, and the home services directors of electric light and power companies—so they would be better prepared to explain the use of a freezer and frozen foods.

### THE TEACHER'S MANUAL

"In connection with this phase of the program a teacher's manual was developed and was published in 1950. More than 35,000 copies have been placed in the hands of teachers, and there is strong evidence that it is being used by them.

"A recent survey of the nation's high schools having home economics departments brings out the fact that while 65.5% of them have an organized plan of instruction on frozen foods and the home freezer, only 12.2% of these same schools actually have home freezers installed in their

homemaking departments for teaching purposes.

"The NEMA farm and home freezer section now is proceeding with the development of a second long range program.

### PURPOSE OF NEW PLAN BOOK

"This includes a new plan book which shows local dealers and electric light and power companies how to increase the number of freezers installed in schools having instructional programs on the use of the freezer and frozen foods.

"More teaching aids such as wall charts and lessons for classroom use will be provided.

"It is reasonable to conclude that a continued growth in the rate of sale of freezers and their use in more school home economics departments will further improve the public acceptance for the purchase and use of frozen foods. . . .

### CITED IN AWARD

The award, said Harry K. Schaufli, executive director of the association, "spotlights the vital part played in frozen food progress by the research and promotion activities of the companies in the electrical industry who comprise in effect the home freezer manufacturers of the nation."

The award reads: "Presented to the Home Freezer Manufacturers of America for helping reduce food waste in times of defense emergency and inflationary pressure, and for encouraging modern kitchen practices and household labor-saving through the use of frozen foods—all stimulated by aggressive competition, plus joint cooperation, that has produced record-breaking increases of freezers in the nation's kitchens."



## Entire 'Good Housekeeping' Section Tells Why Home Freezer Is a Good Buy

NEW YORK CITY—"A home freezer is a good buy." That's the headline on the special home freezer section in the April issue of *Good Housekeeping* magazine, which section should prove a valuable sales tool to all who are active in the merchandising of home freezers.

Heralded on the cover of the April issue as "First Complete Section on How to Use the Home Freezer" more than 20 pages are devoted to a discussion of why the freezer is a most desirable appliance, how it is best used and cared for, and the type of meals that can most readily be prepared from the various freezer-stored foods.

(The material on home freezers is actually split into two sections, one in the fore part and the other in the latter part of the April issue.)

"If there's a good buy to be found anywhere today," the article begins, "it's in a food freezer. It can cut your food costs, save you time, trouble, and transportation; provide delicious meals on short order; and add infinite variety to your menus. "You'll find that you have to plan shopping, and even cooking, weeks in advance. You'll need to keep a constant and knowing eye on price tags if you're looking for real savings. . . .

"But the advantages more than outweigh the obligations. Freezing is fun, often for the whole family. You'll be an executive instead of a drudge, completely independent of the weather, crowded stores, the day's high prices, and the time of year."

*Good Housekeeping* states flatly that "the economy story is not a myth."

"It is possible to save money with a freezer, but this saving doesn't come automatically. Making a year-round profit takes canny buying, a watchful eye for specials and quantity discounts, and a plan for freezing in season."

"A freezer has saving ways for you even if you can't grow your own food. You can take advantage of every special buy that comes along, whether it's a basket of peaches or a leg of lamb. Talk to the grocer, butcher, and nearby farmers about your needs. They can work with you to see that you get fresh foods of the

best grade or variety for freezing, and they may be able to give you quantity discounts on commercially frozen foods sold in dozen or half-dozen lots.

"Don't underestimate the small economies of a freezer. You need never waste a scrap of food. You can cook at your leisure, and so spend time concocting those less expensive dishes that are complicated to make. There are fewer leftovers, because you can package in amounts to suit your family. Taken altogether, these small savings add up to a tidy sum."

The article says that savings can be made in buying a "side of beef or veal or a whole lamb" but warns that "the wholesale price of meat can be misleading if you don't know the percentage of waste fat and bone to expect." The article says that from a 210-lb. side of beef, the consumer can expect 170 lbs. or less of trimmed meat.

The article has beautiful color illustrations of packaging materials; whole meals to freezer; and specific instructions for preparing all kinds of foodstuffs, including bakery goods, for freezing.

One part of the article discusses the "tools" that the homemaker should have for the freezing job, and these suggest some possible premiums for use in promoting freezer sales.

### Maharajah's Rolls-Royces Include Low Temp. Units

LONDON, Eng.—The Maharajah of Mysore apparently likes a spot of tea now and then while riding about in one of his fleet of automobiles.

And he may like an occasional "tall one," too. If he does, the ice cubes will be ready in the freezer. For each of six Rolls-Royces he purchased here recently for \$168,000 is equipped with a low temperature unit.

In addition to freezers, the custom-built cars have special tiffin sets and antique Dresden china tea sets. They also have silver door handles, ivory and gold fittings, solid silver door hinges, and blue silk embroidered upholstery over pigskin.

tubes contribute to

# Success story

When both heating and cooling sides of a refrigeration system are put to work, it's a true heat pump with *important operating economies*. Here's an interesting example of such double duty. In the Hartford, Connecticut sausage plant of Mucke & Sons, process heat warms offices. ANACONDA Copper Tubing plays an essential part. Its excellent heat-transfer properties, corrosion resistance, and consistent uniformity make for high efficiency.

Primarily this system was designed to cool cooked sausage. However, it was apparent that *three* jobs could be done by the "heat" side. Designer Charles Charlton used heat removed from the sausage (1) to heat offices, (2) to provide washroom hot water, (3) as a reserve, stored underground, for use when sausage processing is not in operation.

Nothing succeeds like success. Results have been so encouraging that Mucke & Sons are thinking of expanding the system to make further use of the heat.

If this installation interests you, we will gladly forward a complete description on request.

On your jobs—ANACONDA Copper Tubes and ANACONDA Refrigeration Products mean lower labor costs and high quality. The American Brass Company, Waterbury 20, Connecticut. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.



**HEAT REMOVED**—Corner of the sausage cooling room shows two of the circular ducts in the ceiling. Temperature is kept at 40° F. Cooler is 25 ft. x 35 ft. with a cooling load of 60,000 Btu per hour.



**HEAT USED**—Shown here is part of the 500 feet of copper coil embedded in concrete slabs in the floor of adjacent plant offices and other areas. This tubing circulates the refrigerant gas to furnish radiant heat.

for consistent uniformity—ask for **ANACONDA** refrigeration products

# BARKOW!

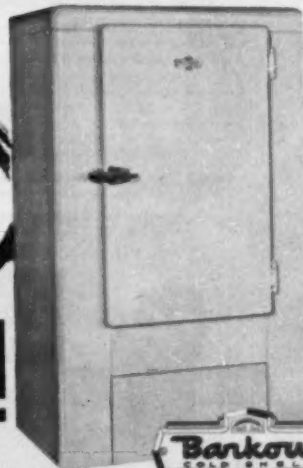
*Announces*  
**A NEW 20 CU. FT. VERTICAL!**

*the Barkow is the nation's finest vertical and verticals are the way to profits!*

Eye-Level Access  
No Fumbling or Bending  
No Basket Juggling  
No Sooting  
No Cold Air Loss While Baskets are Exposed  
Uses 1/2 the Space of Horizontals  
Cools less so operate  
Well for Large Items  
No Heavy Cover to Lift  
3 Fast Freezing Shelves

# BEST!

*the best deal for you on every score. Write—wire—or phone today for information on distributorships and dealerships!*



AUGUST G. BARKOW MFG. CO., 2240 S. 43RD STREET, MILWAUKEE, WIS.

For more  
**Ice Maker**  
**SALES**

**FILTRINE**  
"Taste - Master"  
Demeralizer  
in the water line

Cuts Service  
No Tastes  
Clear Ice  
Fits All Makes  
Small Cost

Crystal ice... without sludge-forming rust, sediment, mineral residue, chlorine taste, "milkiness." Ends major source of service calls. Write for new literature

**Filtrine**  
"Water Purifier and Filter for 40 Gallons"

**FILTRINE MANUFACTURING CO.**  
BROOKLYN 5, N. Y.

**Redmond**  
**MICROMOTORS**  
Prompt shipment!  
74 different models in stock  
FACTORY DISTRIBUTORS  
**CYCLO-FREEZ CORP.**  
MARVIC L. "FERRIS" FERGESTAD  
2120 S. Lyndale, Dept. A, Mpls. 5, Minn.

**1<sup>ST</sup>**  
**CHOICE OF DEALERS AND CONSUMERS EVERYWHERE**

**STA-KOLD**  
**STAINLESS STEEL**  
**ALL-METAL CONSTRUCTED**  
**COMMERCIAL REFRIGERATORS**

DEPENDABILITY... LONG LIFE  
GREATER CAPACITY AT LOWER COST  
SANITARY... VERMIN PROOF

**MODEL RA-70-R**  
Available from 20 to 70 cu. ft. Remote

**HERE'S IMPORTANT NEWS FOR YOU!**  
... if you are looking for a Commercial Refrigerator

Dealers and Consumers, across the nation, report that STA-KOLD Commercial Refrigerators cannot be beat for efficiency, economy, operation, dependability and greater capacity. Cooling unit specially designed for all STA-KOLD Refrigerators give increased cooling capacity. Spoilage and losses are eliminated. If you are losing money through faulty refrigeration... if you are in the market for a good, dependable refrigerator, reasonably priced, then see STA-KOLD... COMPARE... and YOU, too, will CHOOSE STA-KOLD.

**CHOOSE FROM COMPLETE LINE OF STA-KOLD REFRIGERATORS**  
Models from 20 to 70 cu. ft.  
Remote—Self-Contained and Pass-Through



For complete information write for literature

**STA-KOLD PRODUCTS**

Division of  
**VICTORY METAL MANUFACTURING CORP.**  
1300 SOUTH FRONT STREET  
PHILADELPHIA 4, PA.

Direct Factory Representatives  
Throughout The World

## What's New

When requesting further information on new products, please use "Information Center" form.

### Steel Kitchen Cabinet Has Maple Cutting Board

—KEY NO. B-420—



**NEW YORK CITY**—A new steel kitchen cabinet that features a laminated maple cutting board beneath a tilt-up gray plastic top has been introduced by Hollywood Kitchens Sales & Mfg. Co. here.

Called the "Kitchen Chef," the cabinet is offered in two styles. The No. 300 has two shelves and a vegetable tilt-out bin. The No. 400 has two shelves, two drawers, and a breadbox. Both shelves are fronted by two vertical doors opening from the center.

Both style cabinets measure 16 by 20 by 36 in. They are equipped with chrome handles and concealed hinges. The electrically welded cabinet is finished with white hi-gloss, hi-bake synthetic enamel.

Packed in an air-cushioned carton, the cabinets have a shipping weight of 40 lbs. They were priced in New York City at \$24.98.



### Refinements Added to Stanley Knight Bobtail

—KEY NO. B-421—

**CHICAGO**—Stanley Knight Corp. here has announced a new model 5652 bobtail which is said to incorporate several added refinements.

The new bobtail has a redesigned lift-out refuse container with a specially designed grip for more convenient operation. Improved stainless steel syrup pumps are included to supply accurate measure for preparing fountain drinks, according to the company. They are fully adjustable with large, label knobs.

Stanley Knight offers a complete warranty on self contained condensing units at a charge of \$5. This warranty extends for five years.

The model's corrugated drain areas are recessed to prevent drainage from spreading over the working area or into the wash sinks. All sinks are deep drawn stainless steel without cracks or crevices.



Fan or gravity types... fin and tube brazed... plate type crimped... clean... tight... standard or special to fit your needs exactly.

WRITE FOR DETAILS

**RUDY Manufacturing Co.**  
Specialists in  
Manufacturing Evaporators and Condensers  
DOWAGIAC, MICHIGAN

### 10-Ton Air Conditioner Has 2 Refrigeration Circuits



—KEY NO. B-422—

**MINNEAPOLIS**—A 10-ton upright self-contained air conditioner featuring two complete separate refrigeration circuits, has been added to the packaged equipment line of the United States Air Conditioning Corp.

The dual circuit innovation provides economy of operation when the full cooling capacity of the unit is not required and enables the equipment to meet the usual local code requirements.

The new conditioners contain a number of other special design features including a manual by-pass damper in the blower section, which permits increased dehumidification without excessive cooling; semi-hermetic compressor sections to minimize space requirements and maintenance problems; pressure relief valves on condenser-receivers; charging valve on liquid line to facilitate charging of the unit; and separate magnetic starter for fan motor, providing full overload protection.

Both 5-ton circuits are set up on "pump-down" cycle, eliminating "slugging" of compressors at start-up. Line solenoid valves and low pressure control are utilized to provide satisfactory operation of the "pump-down" cycle.

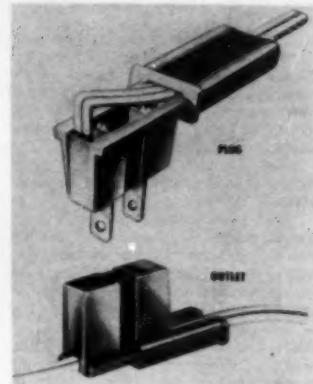
A two-stage remote bulb thermostat is included as standard equipment, but a two-stage remote room thermostat may be used if desired.

All internal water connections are made for operation either with city

water or cooling tower installation.

The new unit retains a number of the regular features of the UsAirco store conditioner line, including the streamlined, Bonderized cabinet, finished to harmonize with any interior; easy conversion for winter use through installation of a heating coil; and operation without compressors for simple ventilation.

The equipment, which is approved by Underwriters' Laboratories, carries a five-year warranty on its compressor section.



### Gilbert Slide-On Plugs Need No Tools To Install

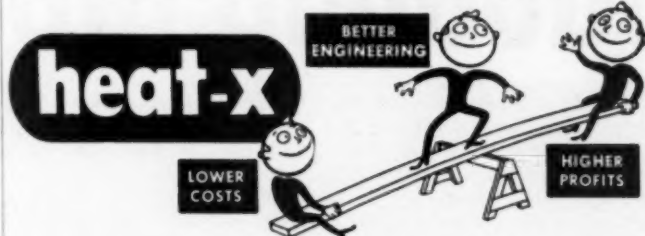
—KEY NO. B-423—

**LONG ISLAND CITY**—A new "slide-on" type of electric plug or outlet that can be attached in five seconds to any standard No. 18 lamp or appliance parallel cord is being manufactured by the Gilbert Mfg. Co., Inc. here.

The parallel wire is simply laid into the channel on the top of the moulded plug or outlet base and a cap slides over the channel. This forces internal contact points to pierce the insulation, making safe, positive contact.

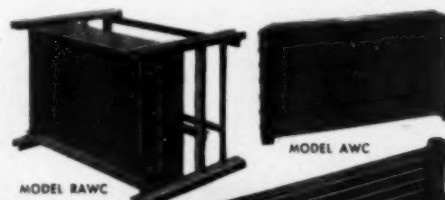
Outlets can be removed and attached elsewhere without exposing bare wire or damaging electrical cords. No tool, screws, or assembly are required for attaching the device.

Retail price is 10 cents each.



Keep the see-saw balanced in your favor... let Heat-X equipment help to keep your costs down, your profits up. Heavy duty refrigeration and air conditioning equipment generally means heavy installation and operating costs. Smart refrigeration engineers (and salesmen) know these points are important in comparing the economies of one system to another.

The Heat-X water cooled condensers and combination air-and-water cooled units provide a high level efficiency independent of summer weather peaks.



Shell-and-coil condenser-receivers are constructed of seamless steel tubing with ample cooling coils generously sized for efficient performance.

Investigate these Heat-X products — you'll be glad you did.



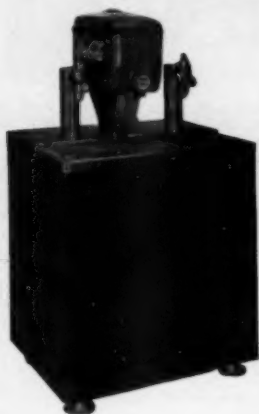
WRITE DEPT. AC  
FOR SPECIFICATION SHEETS



**THE HEAT-X-CHANGER CO., INC.**  
BREWSTER, NEW YORK



## What's New (Cont.)



**Soft Drink Dispenser  
Introduced By Perlick**

—KEY NO. B-424—

MILWAUKEE—A new packaged, pressurized, self-contained carbonated soft drink dispenser for theaters, restaurants, drugstores, and allied trades, has been introduced by Perlick Brass Co. here under the trade name "Carbo-Mix Dispenser."

By incorporating a large, mechanically-refrigerated water bath within its specifications, Perlick claims a uniform carbonated drink at all times. A small, heavy duty water pump submerged in the water bath circulates cold water throughout the dispenser, and is used to refrigerate not only the faucets and faucet standards, but pre-cools the syrup mix tanks which are located in this bath.

Three syrups can be dispensed from the Carbo-Mix at one time from three 2-gallon syrup tanks. A gravity type syrup dispenser and plain water attachments may be added when desired.

The Carbo-Mix is designed to operate on conventional 110-volt, 60-cycle a.c. and measures 39 in. high by 33 in. wide by 25 in. deep. It is offered in two styles, either an all-stainless-steel model or high-baked, black-enamel finish cabinet with a stainless steel top.

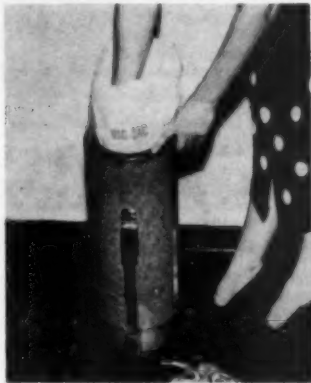
## Duo-Test Charging Line Shipped In New Package

—KEY NO. B-425—

CHICAGO—A duo-test charging line featuring a forged brass quick-coupler nut with finger grip design and long ferrule and barb has been introduced by the Madden Brass Products Co. here.

Other features include an easily removable gasket, neoprene exterior with high tensile reinforcing braid, and a special inner core which is impervious to common refrigerants.

The duo-test charging line is shipped in a transparent package which serves as counter display.



## Dustproof Tissue Bag Fits All Tank Type Vacuums

—KEY NO. B-426—

MIAMI, Fla.—A specially designed dustproof tissue bag made to fit all makes of tank type vacuum cleaners is being manufactured by the Vac-Sac Tissue Co., Inc. here.

The bag is disposable and is claimed to increase vacuum efficiency and to prolong the life of the vacuum.

Vac-Sac is sold nationally with a money-back guarantee. Packaged in units of 10, it retails for \$1.00; in units of five for 54 cents.

## Waring Products Bows New Blendor, Mixor Units

—KEY NO. B-427—

NEW YORK CITY—A new duo-speed "Blendor" and a new three-speed hand operated "Mixor" have been introduced recently by Waring Products Corp. for household use.



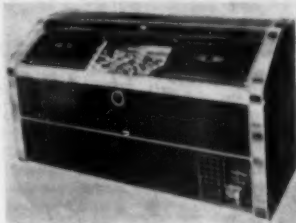
The Blendor is called the "Celebrity" model PB-5. Designed in white and grey plastic it has smooth contours for quick cleaning and a new fingertip control switch.

It is equipped with a 1/2-hp. motor that is air cooled and lifetime lubricated. The motor operates off 115 volts, 25-60 cycles, a.c. or d.c. It is also available in 230 volts. It carries Underwriters' Laboratories approval and is warranted for one year.

The Pyrex container stands 14 1/2 in. tall. Shipping weight is 11 lbs. The hand-operated Mixor features exclusive "propeller pitch" beaters that create complete top to bottom mixing. The three-speed switch is directly under the thumb for either right or left hand operation. Convex beater blades prevent the edge from striking the bowl.

The Mixor operates on 115 volts, 25-60 cycles, a.c. or d.c. Underwriters' Laboratories approved, it is warranted for one year. It weighs 3 lbs.

## 'Jet' Cooling Features Bally Beverage Cooler



—KEY NO. B-428—

BALLY, Pa.—Bally Case & Cooler Co. here has introduced a new beverage cooler featuring a "Jet" refrigeration system which provides "extremely fast cooling."

"This cooling method," the company explained, "employs special

blowers that force air at a high speed over a large refrigeration coil." Thus, it was stated, "the user always has cold products to sell, even during busy hours."

Construction of features of the "Jet" cooler include a full interior lining of stainless steel installed in a welded tank-like manner. The entire exterior, except the floor, is covered with Bally genuine vitreous porcelain. It introduces a new color and texture in what the company calls "Burgundy Ripple" finish.

A sealed-type condensing unit is used, providing "all the capacity needed for heavy use in the hottest climates."

The cooler is available in two sizes: a 6-ft. model holding 25 cases of 12-oz. bottles, and an 8-ft. model holding 36 cases.

## Welded Steel Construction Marks Low Temp. Cabinet

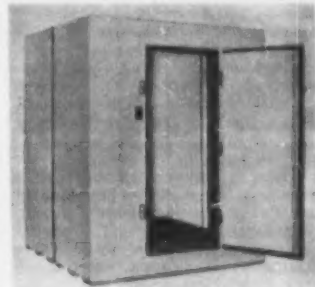
—KEY NO. B-429—

SMYRNA, Del.—Featuring welded steel construction, a new "Zero Vault" walk-in low temperature storage cabinet has been introduced by Wilson Refrigeration, Inc. here.

The company said welded steel construction eliminates wood framework, increases capacity without increasing outside dimensions, and provides a more substantial cabinet at a considerable savings in prices.

Basic unit is 6 ft. by 6 ft. by 7 ft. 6 in. high. Unitized construction allows the unit to be enlarged.

Hermetic unit is remotely installed, and may be placed up to 50 ft. from



the cabinet, even on another floor, if desired.

Another feature of the cabinet is automatic red and green signal lights, which burn continuously unless there is a current failure.

# Taking the Country by Storm... Pinnacle PORCELAIN DAIRY CASE

**Now!**

**A Self-Service  
Dairy  
Department  
for every Store**

**... regardless of  
size!**

**SELF-CONTAINED  
Ready to plug in**

● PORCELAIN inside and out!  
● One Piece PORCELAIN ends!  
**DOES A BIG JOB WHERE A  
SMALL CASE IS REQUIRED!**

**NOBODY ELSE BUT  
PINNACLE HAS IT!**

**Available in 6 - 8 - 10 foot sizes**

*A Few exclusive Pinnacle territory  
Franchises are still available.  
Write or wire immediately for full  
information! FREE FOLDERS OF LINE!*

**Pinnacle**  
EQUIPMENT CORPORATION  
FLEETWOOD, PENNSYLVANIA



**SPECIFICATIONS — MODEL D-54**  
LENGTH—54" HEIGHT—54" DEPTH—32"

## Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

### What's New or Current Literature Available

Key No. ....	Key No. ....
Key No. ....	Key No. ....
Key No. ....	Key No. ....
Key No. ....	Key No. ....

**Products Advertised**  
(list name, page, and issue date)

(PLEASE PRINT PLAINLY)

Name ..... Title .....  
Company .....  
Street .....  
City ..... Zone ..... State .....  
Type of Business .....

**MAIL THIS FORM TO**  
**AIR CONDITIONING & REFRIGERATION NEWS**  
Reader Service Dept.,  
450 W. FORT ST. DETROIT 26, MICHIGAN

## Selling Ice Makers

**Economy of 'On-Premise Equipment' Is Strong Point Which Must Be Emphasized by Salesman, Who Should Also Know Weaknesses**

DETROIT—Ajax Corp. of America, which is now concentrating on on-premise ice-making equipment, has to expand its national advertising program considerably to help distributors exploit the "vast" market for this type of equipment, according to company officials.

This was reported to the sales force of F. D. Stella Products Co., Detroit, during a two-day sales and service meeting. The meeting was held following appointment of Stella products as an Ajax distributor.

Speakers at the sales session, held at the Fort Shelby hotel here, included Hank Stella, general manager of the Detroit firm, and the following Ajax officials: J. W. Stewart, general manager; M. Franz Breiting, national sales manager; H. Rentschler, service manager; and Robert J. Peggs, regional manager.

In addition to expanding its advertising program, Ajax also plans to enlarge its production line, Stewart told the gathering. He said the company intends to bring out a smaller "Electric Iceman" in about three months and a smaller "Electric Ice Flaker" later this year.

Discussing the advertising and sales promotion program of Ajax, Stewart announced that advertisements will be run in the following publication, among others: AIR CONDITIONING & REFRIGERATION NEWS,

Chain Store Age, Hotel Management, Southern Fisherman, Restaurant Management, Food Service News, American Restaurant Magazine, Institutions Magazine, and Modern Hospital.

### Testimonials Make Selling Job Easier

Breiting also showed samples of direct mail pieces and noted that the use of testimonials from owners of Ajax equipment "will make your selling job easier."

Additional assistance to distributor salesmen will be in the form of a competitive-data chart, a treatise in non-technical language on the Ajax refrigeration cycle, and market research information.

Opening the meeting, Hank Stella emphasized that the main thing in selling ice-making equipment is to "know your product" thoroughly. He said the salesmen would be required to take an examination on points covered during the meeting "to check our weak points" on the machine because "we've got to be experts on the equipment when we're talking to customers."

Ajax representatives who followed Stella predicted a bright future for on-premise ice-making equipment. They said this business, now in its "relative infancy," has a great market available nationally—so big that

all the potentialities are not as yet known.

Calling the business "a new industry within an industry," Breiting pointed out that prospective customers have changed their attitude toward automatic ice machines.

"Three years ago," he said, "many bought these machines because of their novelty or because they wanted to be the first in town to own one. Now they know what the equipment is."

Repeated reference was made to the fact that the ice industry is still selling as much or more ice than it did several years ago. This shows, it was stated, that the market for ice is still there.

"It's a wonder," Stewart observed, "that ice manufacturers didn't go out of business with the advent of electric refrigeration. But they survived by developing new markets, selling new uses for ice."

Breiting warned salesmen not to underestimate the ice industry in the battle for sales. He said the ice industry realizes that the automatic ice maker is a threat, and is fighting back, not so much by running down the automatic ice maker but by improving service, courtesy, and public relations. In this connection, he called attention to a bulletin by the National Association of Ice Industries on this subject.

## RESTAURANT & BAR EQUIPMENT

### Iceman Sells Ice,

#### Ajax Sells Cheaper Ice

And Peggs declared: "We sell 'ice' because our competition is the iceman. He sells ice to places where we want to bring it in cheaper."

In his talk, Stewart traced the history of Ajax from early 1949 when an arrangement was completed under which Servel, Inc., would manufacture ice makers for Ajax.

In setting up distributors, Stewart recalled, the company required them to use the Ajax name in their firm names.

(Later, Stewart explained that new distributors are no longer required to use the Ajax name. He said this requirement was dropped in the interest of additional national coverage.)

### Market for Automatic Equipment

To give an indication of the market nationally for automatic ice-making equipment, Stewart presented these figures: 195,000 restaurants; 11,000 hospitals; 3,000 major hotels; 681 drug chains operating 5,581 stores; 1,000 industrial cafeterias; 200,000 liquor, wine, and beer licenses. Also listed were industry, delicatessens, and laboratories.

Among prospects for the Ajax Ice Flaker, he said, are supermarkets, poultry processors, florists, sausage makers, and bakeries.

In talking to prospects, Stewart went on, salesmen should stress that Ajax equipment provides ice "when you want it and where you want it," eliminating the uncertainty of ice deliveries; is sanitary and clean; and produces ice for far less than the cost of delivered ice.

If a prospect says he is using 400 lbs. of ice a day, for example, Stewart commented, point out that he's paying for that much but he isn't getting the use of that much because of meltage.

Elaborating on the economy story, which was stressed by all speakers, Stewart presented these figures on operating costs of the current Electric Iceman model A5A-4 for producing 300 lbs. of ice in a 24-hour period of continuous operation:

Average wattage consumption—700 watts; 700 watts × 24 hours = 16,800 watt-hours or 16.8 kwh.; 16.8 kwh. × \$0.02 (kwh. rate) = 33.6¢ per day or 11.2¢ per 100 lbs. of ice.

Water consumption (5 qts. per cycle), considering maximum 2 cycles per hour = 10 qts. or 2½ gals. per hour, or 60 gals. per day; based on \$0.25 per 1,000 gals.,

60 × 25¢ = 15¢ per day.

Total cost (33.6¢ electric and 15¢ water) = 35.1¢ per day, or 11.7¢ per 100 lbs. of ice.

This cost was contrasted with the much greater cost of delivered ice. Stewart also stressed the "tremendous" savings possible on crushed ice through use of the Ajax Ice Flaker.

After explaining how the Ajax machines operate, Stewart concluded by cautioning salesmen against misrepresenting the capacity of the equipment. This practice will result only in endless trouble and expense, he said, because misinformed customers will keep calling for service when there is actually nothing wrong.

### How To Approach Different Types of Prospects

Among other things, Breiting touched on the subject of how to approach the different classes of prospects. Regarding cafeterias, which he said offered a big market, Breiting noted that the question arises as to whom to contact—the purchasing agent or the manager. Studies have shown, he said, that 80% of equipment is bought by the managers of such concerns.

As for the hotel and hospital market, he said research has found that one ice cuber can be used for every 45 to 50 beds. He added that it's tough to get distributors to realize the large potential represented by hotels, hospitals, and institutions.

Breiting also stressed the "strong story on savings" of this equipment.

"It's hard to prove," he observed, "that one chair, for example, is better than another chair. But you can definitely prove that the use of on-premise ice-making equipment is the modern way of doing business."

Peggs took a look at the possibilities of sales to motels—"a terrific market"—and to saloons. Regarding the latter, he advised:

"There is one thing you should find out first: how much ice is the owner using now and how much is it costing him. Then you'll know just how much he can save by using on-premise equipment. And then you can predicate your whole sales story on that information."

### Operating Economy Figures Cited

Rentschler outlined the role of the service department in building sales volume. He also pointed out that the salesman must help the customer choose the most convenient location for his new machine, making sure it is near water inlet, drain, and electrical supply since all figure importantly in the cost of installation.

The sales meeting wound up with a question-and-answer period. One of the points discussed was the meter plan. Consensus was that this plan is satisfactory as an alternate method of payment provided the purchaser's credit is good.



**WHO SOLD THE REFRIGERATION?**  
A gripping tale of suspense and profits as told by **METER-MATIC**

**ON ONE HAND —**



I was no different than other dealers. I, too, had refrigeration units on hand that had to be sold.

**ON THE OTHER HAND —**



Prospects told us: "We need new refrigeration, but how can we buy it?"

**THEN . . . ONE DAY IT HAPPENED —**



We contacted him. We pay for our refrigerators daily.



Mr. M. T. Pockets considered to be the toughest of all to sell. . . finally bought the unit he needed. Dealers all over town asked: "Who sold M. T. Pockets — and HOW?"



I had to confess. I did it. And here's how. I found out about the Meter-Matic Sales Plan and explained it to Mr. M. T. Pockets. He realized that he could afford to buy on this simple plan.



There are no lump sum monthly payments. All he has to do is drop a few quarters a day into the meter. . . and I am assured of getting my money each month.



Installation of the Meter-Matic coin meter was very simple. It took just a few minutes to hook-up the meter.

**AND NOW . . .**



Mr. M. T. Pockets and I are good friends. He wants to buy another unit next month. All I'll have to do is make a quick change of meter timing gears, increasing the daily payment to include the new unit.

**The moral of the story is:**  
If you want to sell more refrigeration, sell on the **METER-MATIC SALES PLAN**

Customer deposits quarters daily. If he doesn't . . . the meter will stop the flow of current to his refrigeration unit.

**GET THE DETAILS TODAY**

**INTERNATIONAL REGISTER COMPANY**  
2626 West Washington Boulevard, Chicago 12, Illinois

Send me Meter-Matic Sales Kit No. 42-R. Be sure to include a copy of the "1952 Survey" giving vital statistics on the use of the meter plan by other dealers.

Company \_\_\_\_\_  
My Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**THAT "COME HITHER" LOOK**

A self-service case your customers will go for . . . because their customers go for it, too. Merchants like the drawing power that attracts customers from all over the store. Packaged meats are kept dependably fresh . . . and displayed at hand-level to encourage IMPULSE BUYING.

This model is available as a flat top counter as shown or with the SALESMAN super structure, complete with brilliant fluorescent lights, display signs, and plate glass mirrors. Either model can bring additional profits to you and your customers. They have that smooth "come hither" look that boosts sales.

**WRITE FOR THE PROFITABLE KOCH DEALER PROPOSITION**

**LOOK INTO THESE FETCHING FEATURES**  
Available in 7 to 10 ft. lengths.  
Designed as a single unit or for continuous display.  
Porcelain and stainless steel exterior.  
Displays at proper height for impulse buying.

**COCH** refrigerators, inc.  
NORTH KANSAS CITY 16, MO.



## AIR CONDITIONING



**SPOILAGE DROPPED** when Crippin's Grocery installed this air conditioned produce room. It also gives the customers a refreshing relief from high summer temperatures found in Texas.

### 'The Green Room'

## Air Conditioned Produce Dept. Keeps Fruit, Vegetables at Peak, Refreshes Shoppers

WACO, Texas—An unusual air conditioning application which has paid excellent dividends in the form of increased profits, is "The Green Room"—completely enclosed produce department at Crippin's Grocery, at 11th and Dutton Aves. here.

Ben Crippin, owner of the supermarket, spent \$1,800 to provide the refrigerated display room back in 1946. At that time, he felt that he had a choice between installing the usual self-service refrigerated type of display case, or "getting by" with the time-honored water-spray system for produce protection.

Neither choice seemed to completely answer the grocer's needs, with the result that he went to a local air conditioning contractor, with

the idea of "refrigerating both the customer and the produce."

The result was the "Green Room," 18 ft. long by 12 ft. wide, which is refrigerated by means of two overhead Filterpure dome coolers, each connected independently to a 1-hp. condensing unit, mounted in a stainless aluminum housing outside the wall of the Green Room.

During ordinary weather, either one of the coolers is separately able to keep the Green Room cooled to 55° F., best temperature for over-all quality maintenance with most vegetable items.

When the outdoor temperature increases to above 90°—which is no rarity in the hot parched central Texas area, the second condensing unit cuts in automatically. The two together keep up an exact temperature balance even though the outside reading may be 110°.

The exterior of the Green Room is done in apple green, with the name silhouetted above a swinging door, and color cut-outs of popular fruits and vegetables on either side.

The interior, on the other hand, is done in spotless white, with 60 stainless steel bins, in which every produce item is shown under refrigeration. Even potatoes, sweet potatoes, oranges, lemons and limes, coconuts, and similar produce items which are seldom refrigerated, are given the benefit of the 55° F. temperature.

Two direct results have been achieved from installation of the Green Room. First, Crippin reports that spoilage, which formerly lopped off from 10% to 15% of anticipated profit per season, has been completely eliminated.

Second, the chill atmosphere of the room, which keeps all vegetables crisp and at maximum eye-appeal, likewise offers a pleasant "breather" for shopping housewives during hot weather.

## Snelts Heads Sales Planning for G-E's Home Heating, Cooling

—BLOOMFIELD, N. J.—Appointment of W. L. Snelts as manager of sales planning of General Electric Co.'s Home Heating and Cooling Dept. was announced here by S. J. Levine, general manager of the department.

In his new assignment, Snelts will be responsible for all programs concerned with selling G-E home heating and cooling equipment including the development of advertising and sales promotion programs, sales training programs, and special customer sales plans.

Snelts was formerly supervisor of advertising and sales promotion for automatic heating and residential year-round air conditioning equipment for the G-E Air Conditioning Div. He came to G-E in September, 1950, from the Williams Oil-O-Matic Heating Div. of Eureka-Williams Corp. where he was advertising and sales promotion manager.

## Pierce of Serval Heads ACRMA Engineering Unit

NEW YORK CITY—H. Charles Pierce, assistant sales manager of Serval's air conditioning division, was elected chairman of the newly organized engineering committee of the residential air conditioning section of the Air Conditioning & Refrigerating Machinery Association at a recent association meeting held here.

Pierce said the objective of his committee would be to establish application engineering standards on residential air conditioning for the entire industry.

Pierce attended Michigan State college and the University of Michigan. He joined Serval as an air conditioning sales engineer in 1940. He has served on important committees of the American Society of Refrigerating Engineers, the American Society of Heating & Ventilating Engineers, and the American Gas Association.

## 'Woody' Faison Appointed To Represent Viking In 4 States

CLEVELAND — Sales Manager Frank Gibbons of Viking Air Conditioning Corp. has announced the appointment of "Woody" Faison as factory representative in southern Ohio, Kentucky, West Virginia, and southern Indiana.

Faison joins Viking after serving as division sales manager of major appliances for Western Auto Supply Co. for two years, according to the announcement.

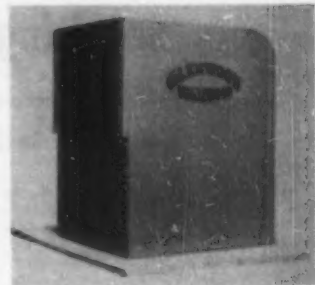
## Latin American Potential Looks Better Than Ever, Typhoon President Says

BROOKLYN — James F. Dailey, president of the Typhoon Air Conditioning Co., Inc., has just returned from a month's tour of various Central and South American countries where Typhoon representatives are operating.

Traveling entirely by plane, Dailey stopped in Havana, then went on to San Salvador, Guatemala, Honduras, and Managua, Nicaragua. In Colombia, his stops included Cali, Medellin, Cartagena, Bogota, and Barranquilla. He was accompanied on his trip by Douglas Fraser, who heads Typhoon Export Corp.

The potential sales picture in the countries he visited is better than ever, Dailey said on his return. "Down there they are only just beginning to realize the tremendous possibilities of air conditioning," he says, "and due to the generally warm weather, the reaction of the general public is highly enthusiastic."

The trip was undertaken as a general tour of dealers and Typhoon installations in Latin America. In Barranquilla, for example, they checked, tested, and delivered the equipment for the Banco de la Republica, where a 190-ton Typhoon system has been installed. Cali's Banco de Bogota was also visited to observe performance of a Typhoon system that has been operating there for the past year, and a similar check of an existing installation was made in Managua, where the Teatro Salazar is cooled by 100 tons of Typhoon equipment.



## Glenwood Dehumidifier Dries Compressed Air

MINNEAPOLIS — The Glenwood-Inglewood Co. has announced a new dehumidifier for compressed air, claimed to be the first, fully automatic, mechanical drier for compressed air offered in American industry.

Model CA-12 includes a Tecumseh, hermetically sealed, 1/2-hp. "Freon-12" condensing unit in a new circuit including a sealed time-delay relay and Spencer disc thermal overload protection.

Dual heat exchangers are arranged in a unique system with means for reheating the dry leaving air, resulting in high over-all efficiency, the company says.

The Glenwood Dehumidifier for compressed air is only 12 x 17 x 20 in. high and weighs 85 lbs. The unit carries Underwriters Label for 125 p.s.i. It is said to cost less than one fourth the cost of its "solid-desiccant" counterpart, of equal capacity.

# This house sells air conditioning

This is a Carrier Weathermaker Home. It is built to take advantage of air conditioning. It gives the buyer better living. It can sell for you.



### The Carrier Weathermaker

is designed for a duct system like that used for forced warm air heating. The Weathermaker cools and heats. It burns gas for heating... uses a sealed electric refrigerating unit for cooling. It is only a little larger than an ordinary furnace.

### better value

When you sell the new Carrier Weathermaker Air Conditioner, you can give your buyer the advantages of a Weathermaker Home. You can give him more usable space per building dollar because in a Weathermaker Home rooms need only one exposure. Windows aren't needed on every wall. Movable sash isn't required. The floor plan can be a simple rectangle.

### lower price

When you sell the new Carrier Weathermaker Air Conditioner for a Weathermaker Home, you can give the buyer a better price... and you can assure him of lower operating costs. The buyer won't need as much air conditioning capacity—because he can set and forget his air conditioning. And the Weathermaker Home is designed to reduce the heat load—and operating costs.

### more profits

When you sell the new Carrier Weathermaker Air Conditioner for a Weathermaker Home, you're selling an exclusive. And you're selling an exclusive that gives the buyer extra benefits. You can demonstrate that he can have a better home. You can demonstrate his money savings. Isn't that the kind of deal that you'd like to be in on? Then write today!

# Carrier

AIR CONDITIONING • REFRIGERATION  
For 50 years—the people who know air conditioning best

CARRIER CORPORATION  
310 South Geddes Street, Syracuse, N. Y.  
Please send me the profit story on the Weathermaker Air Conditioner and the Weathermaker Home.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**Genuine Joe says:**  
"Always buy Genuine WAGNER Brushes"

Replace brushes in Wagner Motors with genuine Wagner brushes because Wagner correct grade brushes give maximum performance, commutator and brush life. Identify them by the name WAGNER on the brushes.

**Wagner Electric Corporation**  
8471 PLYMOUTH AVENUE, SAINT LOUIS 14, MO., U. S. A.

**MCCORD**  
CONDENSERS

NO JOINTS  
MAXIMUM HEAT TRANSFER  
COPPER BRAZED  
FULL SIZE BENDS • NO JOINTS  
COMPLETE RANGE OF SIZES  
VARIOUS FIN WIDTHS

**UNDERWRITER APPROVED**  
UNDERWRITERS APPROVAL INSURES A SATISFACTORY PRODUCT IN SERVICE.  
Write for Engineering Information

**MCCORD CORPORATION**  
DETROIT

# Servicing Liquid Cooling Equipment

Pollock Outlines Common Problems and Offers Solutions  
In Dealing with Temprite Products

DETROIT—Service problems on Temprite liquid cooling equipment and suggestions as to how they can be solved were outlined recently before the Greater Detroit, RHEA chapter by William Pollock, service manager for Temprite Products Corp.

In addition, N. R. Porter, sales promotion manager, pointed out features of the company's line of self-contained equipment, including carbonators and water coolers.

Design of the Temprite "instantaneous" cooler was first reviewed by Pollock using the cross-section view in Fig. 1.

## Design of "Instantaneous" Cooler Described

"This is a flooded, low-side float system," he explained. "The outer shell is spun over and soldered to the top plate and no attempt should be made to take these apart in the field. There is generally no need to do so, for all the operating parts are accessible from the outside."

"The shell itself houses the float valve and the coils. Temprite beer coolers are available with one, two, or three sets of coils so that as many as three different brands of draft beer can be cooled with the same unit. The coils are interwoven to insure even contact with the liquid refrigerant which surrounds them in the shell. The flow of refrigerant into the cooler is controlled by the float valve."

"Stainless steel coils are used for beer cooling, but for straight water cooling applications models with copper coils are available," Pollock explained. "You will note that the cross-section of these coils is oval in shape. There are three main reasons for using this design."

"First, should the liquid in the coils freeze for some reason or other, the design of the oval-shaped coil permits the flat surface to round out without rupturing the coil. In fact, the oval stainless steel coil can stand

as many as 40 freezings without damage, while the copper coil in this shape will take up to 20 freezings.

"No bartender, however, would let the beer or water line freeze more than once or twice before calling a serviceman, so we have a more than adequate safety factor with this design," Pollock declared.

"Second advantage of the oval shape is its greater heat transfer surface as compared with a perfectly round coil, which thus gives us more cooling for the same length. Third advantage is the increased resistance to the flow of beer through the coil. This 'built in' resistance is a desirable feature in beer dispensing since we have to control the rate of flow of the beer from the faucet."

## Constant Pressure Valve Controls Refrigerant Temp.

To control the temperature of the refrigerant in the cooler Temprite employs a constant pressure valve, it was explained. This is pre-set at the factory to maintain a 36° F. temperature in the cooler. The valve is provided with a temperature adjusting screw on top, but the design is such the temperature setting can't be lowered more than 1° F. even though the adjusting screw is moved through its complete range, Pollock said.

The top part of this valve is exposed to atmospheric pressure and thus "breathes." Room air can get into the top section and because this is cold, condensation may occur which would cause springs of the valve to rust. To prevent this the top part is filled with refrigeration grade oil. This also fills a dashpot and piston device, the function of which is to prevent valve chatter.

One component of the Temprite cooler system that is subjected to wear and therefore may have to be replaced is the float valve. The float itself is hermetically sealed in the shell of the cooler but the valve can be readily removed and replaced.

The procedure was explained by Pollock as follows:

## How To Remove, Replace Float Valve

"First pump down the cooler after closing the liquid shut-off valve at the top of the cooler (see Fig. 1). Then remove the two bolts which attach the liquid refrigerant connection and valve to the top plate of the cooler. Lift the connection up out of the way. It's not necessary to disconnect the liquid refrigerant line."

"This exposes the float valve. This can be lifted out after screwing in one of the two bolts mentioned above, which fit the threaded hole in the top of the float valve assembly. A new float valve is then dropped in place and the procedure reversed."

Another difficulty involving the float valve which sometimes occurs results from unusual wear on the surface supporting the small lever at the bottom of the valve.

"If this happens, a smooth surface for the lever can readily be provided with a washer," Pollock suggested. "Use a washer 3/16 in. in diameter with a 1/4-in. hole and insert it over a rod as shown in Fig. 2. Then it can be dropped in position and the float valve assembly replaced. The washer needn't be thicker than 1/32 in., and this thickness will make no appreciable difference in the valve operation."

Possibility of freezing beer or water in the Temprite despite the fact that the constant pressure valve is set for a minimum of 35° F. was touched upon by Pollock also.

"This could be caused by the pressure control valve's being dirty and not seating properly. If it didn't seat properly, refrigerant might leak through when the valve was in the closed position and drop the temperature of the cooler."

"Another possible cause of freezing results from a shortage of refrigerant in the system, although



## Service & Supplies

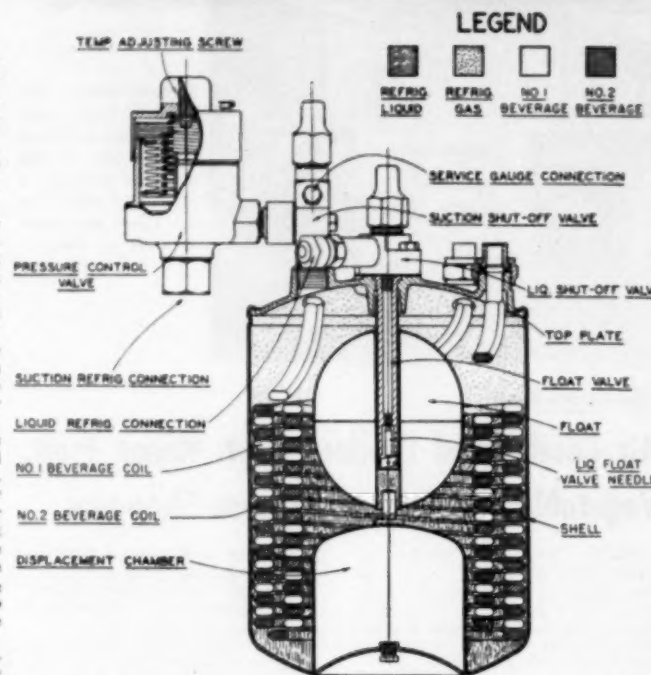


FIG. 1—This cutaway view shows the construction and component parts of a Temprite "instantaneous" cooler.

we aren't too certain of just how this works. If the level of the liquid refrigerant in the cooler becomes too low due to the shortage, it is possible that when refrigerant is admitted by the float valve some of it may spray on the top two or three beverage coils in the cooler and lower the temperature from 35° to possibly 20° F., which would naturally cause the beer or water to freeze.

## Simple Experiment May Reveal Lower Temperatures

"A simple experiment will show you that under some conditions much lower temperatures can be obtained with a given refrigerant than you might normally expect. If liquid 'Freon-12,' for example, was allowed to drop slowly on the bulb of a thermometer, as shown in Fig. 3, the temperature registered by the thermometer can go as low as -70° F. And this in spite of the fact that at atmospheric pressure 'Freon-12' will be at a temperature of approximately -21° F."

"We aren't absolutely certain that this is what happens in the cooler, but it could explain the freezing, which is difficult to account for otherwise," Pollock suggested.

"The question of oil-binding on beer coolers is another problem, but it doesn't bother us much today. The design of the system is such that if the beer faucet is opened as little as two or three times a day, there'll be enough violent agitation to clear out the oil. This is because no beer faucets today are set to deliver less than 60 gals. per hour, which will mean sufficient agitation in the cooler to remove the oil."

"If for some reason the cooler should become oil-bound, simply re-

move it and turn it upside down to drain out the oil."

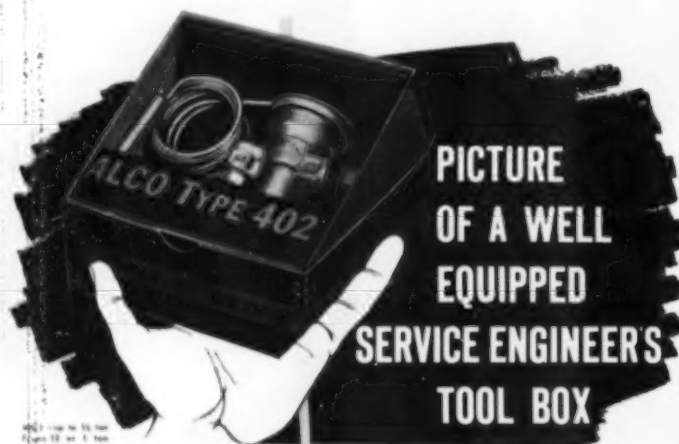
In his discussion Pollock also touched upon general problems of beer systems, particularly that of maintaining the proper amount of carbonation in the beer.

"Generally," he said, "draft beer is carbonated to 2.6 volumes, that is, a given amount of beer will contain 2.6 times that amount of carbon dioxide gas. The CO<sub>2</sub> gas in the beer, however, behaves about the same as any other gas."

"This means that in beer lines running vertically from the barrel in the pre-cooler to the faucet at the bar, the resultant loss in pressure will cause the CO<sub>2</sub> gas to come out of solution and produce 'wild' beer at the faucet. Thus it is necessary to supply additional gas pressure on the beer."

"To do this CO<sub>2</sub> gas could be used, but some of it would be absorbed by the beer, should the beer be pre-cooled and the pressure employed be high. This would again change the gas content. So instead, compressed

(Concluded on next page)



PICTURE  
OF A WELL  
EQUIPPED  
SERVICE ENGINEER'S  
TOOL BOX



When you are called to service a refrigerated display case, a blower coil, a milk cooler or a deep freezer—always carry an ALCO 402 with you. Chances are you'll find an old tired valve in need of replacement. The 402 is built for such a wide range of applications that it will fit any equipment with a capacity up to 1 ton F-12 and 2 tons Methyl Chloride.

Built with a minimum of parts, the 402 is sensitive and speedy in response to changes in suction gas temperatures. Liquid charge permits installation in any position in any location. Pressure limiting for motor protection. Wide superheat adjustment.

The space-saving ALCO 402 is built to simplify valve replacement problems for service engineers.



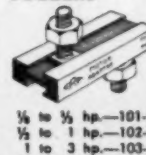
ALCO VALVE CO.

Designers and Manufacturers of Thermostatic Expansion Valves, Evaporator Pressure Regulators, Solenoid Valves, Float Valves, Float Switches.

651 KINGSLAND AVE. ST. LOUIS 3, MO.

## PARTS JOBBERS

Have you any one item that sells a host of other units? If you can answer YES, then we know you are handling Motor Adapters; and we know also, they are selling motors, belts, pulleys, controls and other allied items for you.



Engineering Research Associates Inc.  
3475 East Nine Mile Road  
Hazel Park 7, Michigan

In 3 to 10 fan units. Ceiling-mounted, takes no floor or wall space. Remote compressor installation eliminates noise.

# AIR CONDITIONING

Write for Bulletin AC-171

## KRAMER

KRAMER TRENTON CO. • Trenton 5, N.J.



## Application of Temprite Equipment for Water Cooling Explained to Servicemen

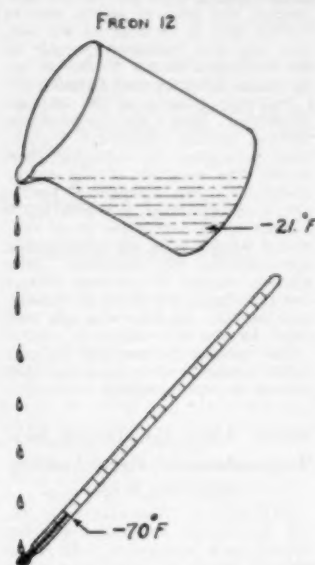


FIG. 2—Even at atmospheric pressure, a refrigerant can produce much lower temperatures than would normally be expected, perhaps accounting for unusual freeze-ups.

(Concluded from preceding page) air is employed to overcome the differences in pressure and deliver the beer at the faucet with the desired degree of carbonation," Pollock explained. "CO<sub>2</sub> gas is used, however, where there is no pre-cooler and the temperature of the keg is high."

Where there is a long run from the beer pre-cooler to the bar, it may be advisable to cool the beer lines, he also suggested. It may be, too, he said, that the beer lines may come close to a source of heat between the pre-cooler and the dispensing faucet.

Cooling of the beer lines can be achieved by running a cold water pipe next to the lines, the pipe being

in direct contact with the lines.

"In general, watch out for 'hot spots,' kinks, and restrictions due to yeast growth in beer lines," he cautioned. "And when servicing draft beer equipment, it's best to first test the temperature of the beer at the faucet."

"It may be necessary to draw as many as six or seven glasses of beer before a true reading of the temperature can be obtained. In the case of a partially plugged strainer, for example, it would take that many glasses before the beer would draw off as warm as the bartender said it was."

### Figuring Refrigeration Load For Water Cooling

Application of Temprite units to water-cooling applications was mentioned also by Pollock, who declared that "it is very easy to figure the refrigeration load on water-cooling jobs."

"Just remember," he said, "that there are 8.3 lbs. of water in 1 U.S. gal., and that a B.T.U. is the amount of heat necessary to raise 1 lb. of water 1° F. If the application called for cooling 10 gals. of water per hour from 80° to 40° F. you would multiply the pounds of water times the temperature it was to be cooled to get the number of B.T.U. required."

"In this case, then, it would be 83 (10 gals. x 8.3) multiplied by 40 (the difference between 80° and 40°) or 3,320 B.T.U. per hour. So you would need a cooling system of 3,320 B.T.U./hr. capacity."

On larger water-cooling jobs, however, it may not be necessary to install a plant with as much capacity as the peak water consumption might indicate, he cautioned.

"A bottling plant, for example, may require 300 gals. of cold water an hour, but drawn off in batches at the 'rate of flow' of 500 gals. per hour. Investigation of the plant's method of operation may indicate that installation of a storage tank and a system that can cool only 300 gals. an hour will be the answer."

### Oil Separators Discussed

Brief comments on Temprite's oil separators were also made by Pollock, who told the men in this connection that he "questioned the advisability of installing a shut-off valve in the oil-return line between the oil separator and the compressor crankcase."

"I've known of cases where the serviceman went away leaving the shut-off valve turned off. Naturally, the machine will eventually go dry under these circumstances."

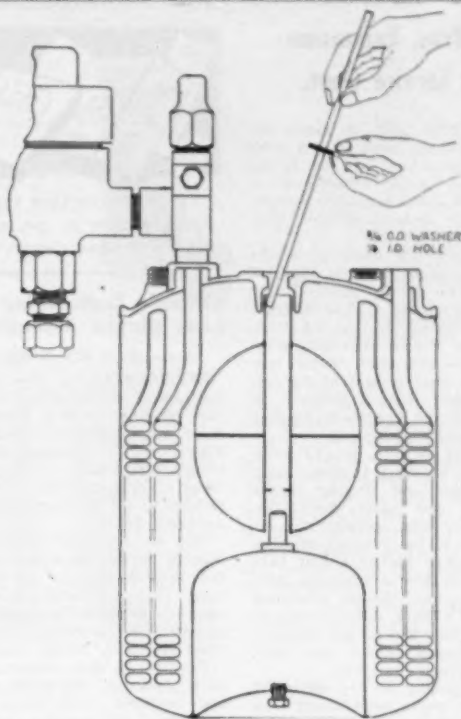


FIG. 3—A new seat for the lever mechanism of the float valve in a Temprite can be provided by installing a washer as shown.

"Condensation of the refrigerant in the separator is a possibility that can be a source of trouble. Low head pressures together with long off cy-

cles, or the condensing unit installed in a low ambient will cause the superheat stored in the separator to dissipate during the off cycle and

cause condensation. The separator should not be installed near or in the air stream of the condenser fan."

### Effect of Persistent Frostback

Emphasis, however, was placed by Pollock on the effect of a persistent frostback where the accumulator heat exchanger is not large enough or where there is none at all. With a frostback the resultant wet compression may cause condensation to take place in the oil separator.

"With considerable condensation in the separator this mixture of oil and refrigerant collects in the sump of the separator and, raising the float ball, allows this mixture to be dumped into the crankcase. As it enters the crankcase it quickly changes into a frothy mass. It is now easily picked up by the piston, and pumped over to the separator where again it adds to the refrigerant and oil mixture in the separator, and so the cycle repeats itself in a dog chasing its tail sequence."

Following Pollock's talk, Porter of Temprite pointed out to the servicemen the opportunities they have to sell self-contained carbonators to many of their refrigeration customers.

"The trend today is away from bottled soft drinks to draft dispensers. This means that you servicemen can sell and install these carbonators in drugstores, ice cream stands, and similar places at a profit."

### JUST ASK US!

Turn to "What's New" Page for useful information on new products.

for all tubing or pipe

### Handy Tube Bender

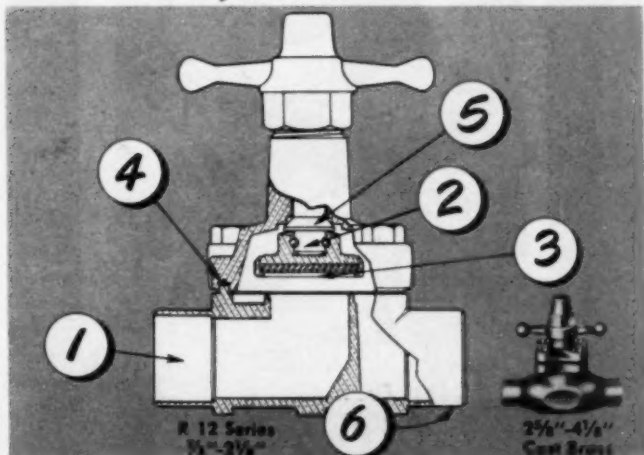
Sizes To Bend  
1/4" O.D. to  
1 1/2" O.D.

NO KINKS  
OR FLATS

PORTABLE  
AT LEADING SUPPLY HOUSES

HOLSCLAW BROS., INC.

Where Quality Counts Most — it's KEROTEST 3.



Check these "Extra Value" Features

of the  
**KEROTEST**  
Forged Brass  
**GLOBE VALVE**

- ✓1. FULL FLOW—maximum volume and pressure.
- ✓2. SELF-ADJUSTING—self-compensating "floating" disc.
- ✓3. POSITIVE SHUT-OFF—seals flow without forcing.
- ✓4. LEAK-LOK BONNET SEAL—assures leak-proof bonnet joint.
- ✓5. REPACKS IN USE—positive back-sealing.
- ✓6. TEMPERATURE-PROOF—withstands soldering, never develops porosity.

**KEROTEST**

KEROTEST MANUFACTURING COMPANY  
Pittsburgh 22, Pa.

See your  
Kerotest Wholesaler  
**FIRST**

## KOLD-HOLD

truck refrigeration  
increases sales,  
reduces spoilage  
...at lower cost

The cost of "Hold-Over" Truck Refrigeration is so little that its advantages outweigh its cost . . . and it pays for itself in a hurry. It increases sales, reduces spoilage, permits longer runs and saves handling time . . . It does all this for less than the cost of ice alone.

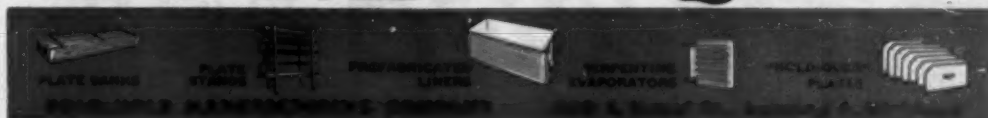
Kold-Hold "Hold-Over" Truck Refrigeration increases sales because it keeps your truck contents cold, clean, dry and odorless, and improves their sales appeal. It reduces spoilage because the temperature of the truck can be predetermined and maintained throughout the longest day's hauls. And when the truck returns from its trip, undelivered loads can be left in the truck to save overtime handling.

"Hold-Over" Truck Plates reduce the cost of marketing perishable foods. Operating either off the existing plant cooling system or with condensing unit mounted on truck, they protect your products in transit . . . for less than 10 cents a day!

So why pay a premium for inadequate refrigeration when you can refrigerate your trucks at a profit, using "Hold-Over" Truck Plates. Write for full details today.

**KOLD-HOLD**

protects every step of the way





# A. J. Kopp Named Betz Asst. Chief Engineer

HAMMOND, Ind. Betz Corp. has announced the promotion of A. J. Kopp from factory superintendent to assistant chief engineer.

Kopp has been with the company since its beginning in 1928 and has contributed many of the ideas used in designing Betz units, according to J. W. Boswick, vice president and general manager.

Boswick said Kopp will be available to manufacturing customers to assist their engineering departments on low-side problems.

# Laurence Trant Handles Acme Line In Virginia

JACKSON, Mich. Appointment of Laurence Trant & Co. of Norfolk, Va. as Acme representative in the state of Virginia, except Fairfax County and the city of Arlington, was announced recently by H. A. Weatherwax, president of Acme Industries, Inc. here.

The Trant firm has specialized in handling heating, ventilating, and air conditioning equipment in Virginia for more than 14 years. Besides Trant, Howard E. Marquart and J. Hagan are sales engineers with more than five years' experience in the trade.

# Stucky Bros. Expansion Doubles Service Dept.

FT. WAYNE, Ind.—A major expansion move has more than doubled the floor space and facilities in the service and parts department of Stucky Bros., local appliance retailer, according to Kenneth Stucky, company manager.

Stucky said the move gives the service and parts department 1,189 sq. ft. of floor space compared with the previous 586 sq. ft. The enlargement, he explained, resulted from Stucky Bros.' rapidly expanding service program and staff, which now numbers 11 men, headed by Department Manager Simon Dettmer. In the past year, the department handled 16,677 service transactions.

Established in 1915, Stucky Bros. is said to be northern Indiana's largest Kelvinator and Maytag service department and parts distributor. The company also operates two retail outlets in Ft. Wayne, carrying such additional appliance and hard good lines as General Electric, Sunbeam appliances, Hoover sweepers, General Mills irons, Bendix washers and driers, Duo-Therm and Coleman products, Zenith radios, and RCA Victor television receivers.

Formal opening of the expanded service and parts department was celebrated with an open house which attracted several thousand visitors.

# Perflex Names Hatch

MILWAUKEE—Harold H. Hatch, manager of the repair department for the Controls Div. of the Perflex Corp., was named service manager.



# Current LITERATURE available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

# Viking's Engineering 'Form' Lists Blower Assembly Data

KEY NO. N-420

CLEVELAND—A new condensed engineering data bulletin, Form No. 513, covering complete design dimensions and performance data of all Viking blower assemblies, is announced by Viking Air Conditioning Corp. here, manufacturer of furnace blowers and humidifiers and window and attic fans.

The six pages of Form No. 513 contain all information needed by the furnace designer or any engineer to select a blower of the proper size, capacity, and operation for any specific job, according to Viking's chief engineer, Philip Borkat.

Printed in two colors the new form features dimension drawings and half-tone illustrations visually describing all possible blower arrangements, types of feet, and motor locations in easy-to-read, compact style.

# JUST ASK US!

Turn to "What's New" Page for useful information on new products.

# Booklet Explains Techniques For Laundering Washables

KEY NO. N-421

MANSFIELD, Ohio—Techniques and helpful hints for laundering today's washables are explained and simplified in a new booklet announced by the Westinghouse Home Economics Institute.

Called a "Reference Handbook on Home Laundering," the 40-page, seven chapter booklet was written by Mrs. Julia Kiene, institute director.

Seven cardinal principles of good washing are described from sorting washing loads to the importance of thorough rinsing. Complete information is given on how to launder specific fibers including the newer man-made fibers—orlon, dacron, dynel, and glass fiber. Principle types of washers, clothes driers, hand irons, and electric ironers are discussed and pointers are given for their care and use.

Primarily designed as a teaching aids reference handbook, the new booklet is illustrated throughout with sketches and photographs. It is written in non-technical terms.

Copies of "Home Laundering" (booklet ICE-0203) are available at five cents each.

# Educational Brochure Covers Nature, Uses of Solders

KEY NO. N-423

NEW YORK CITY—An educational brochure on the nature, properties, and uses of solder, said to be the first of its kind on the subject, has been published recently by the Federated Metals division of the American Smelting and Refining Co.

Separate sections of the 36-page, illustrated book are devoted to thermal effects, mechanical properties, principles of soldering, and fluxes. The selection of the proper solder for a job is explained, fusible alloys are described, a list of applications and a description of all Federated solders are reviewed giving specifications and technical data, melting ranges of tin-lead solders are given, and ASTM, SAE, federal, and military specifications are outlined, as are wire tables.

The catalog is basically an editorial treatise and is available upon request to the company.

# Harry Alter Co. Issues New 'Dependabook' Parts Catalog

KEY NO. N-424

CHICAGO—"Dependabook" No. 156, for spring and summer, 1952, dressed in a multi-color cover, was recently issued by the Harry Alter Co. and a free copy is obtainable by writing to the company.

Edition No. 156 of the Dependabook illustrates, describes, and prices over 9,000 parts and supplies in the fields of refrigeration, television, radio, heating, air conditioning, and electric motors. The Alter Co. sells at wholesale only.

# Meat Industry Items Listed In Koch Supplies Booklet

KEY NO. N-425

KANSAS CITY, Mo.—Koch Supplies has announced publication of a 16-page booklet describing equipment and materials for the meat industry.

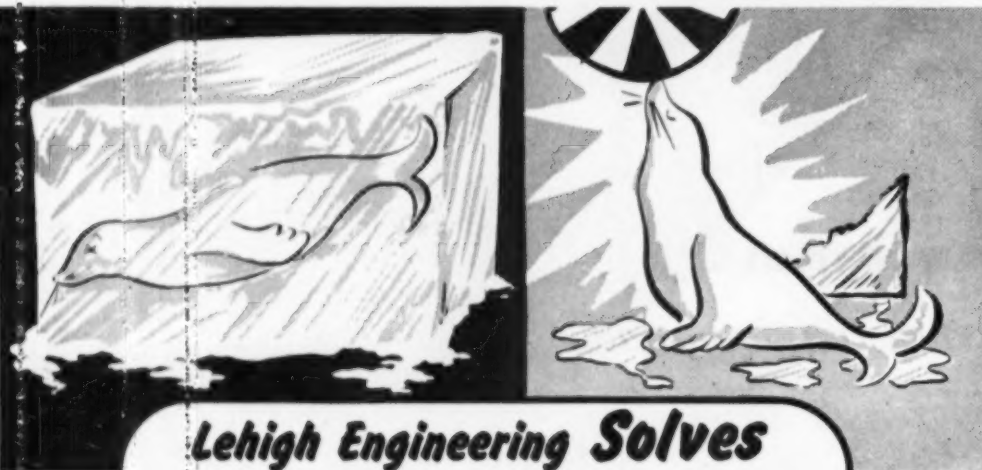
The book contains details on many exclusive Koch items, ranging from equipment needed in the biggest plant to items necessary in the smallest meat market. Subject matter includes knives, meat smoking apparatus, lard rendering equipment, de-hairing equipment, poultry equipment, etc.

# Bulletin Has Data on High Pressure Air Distribution

KEY NO. N-422

ROCKFORD, Ill.—Barber-Colman Co. here has released a four-page bulletin on high pressure air distribution.

Bulletin F 4960 includes typical information on noise levels and pressure drop, as well as diagrams and a discussion of the application of Barber-Colman equipment to meet the requirements of high pressure installations.



# Lehigh Engineering Solves Automatic Defrosting!

WITH A COMPLETE PRE-ENGINEERED

# AUTOMATIC DEFROST "PACKAGE"

Ready for installation on practically all installations below 32° F

No guesswork—no fumbling—no time wasted! This Lehigh package is so simple, so complete, that all you have to supply are the necessary lengths of suction and liquid line from the condenser to the evaporator.

EASIER TO INSTALL—  
COSTS LESS—FOOL PROOF

Any service man can install it!

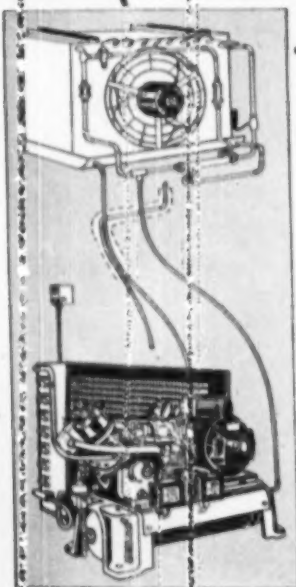
Included in the package are such components as Lehigh BLU-COLD Condensing Unit with

Lehigh's own 4-way valve. Pressure timer to regulate defrost cycle. Low pressure control. Specially designed evaporator with heated drain pan—complete with expansion valve and necessary by-pass arrangement. Dryer, etc. These, and other parts, are factory installed to save service man's time. There are fewer parts than previous systems. And because every part is in perfect balance you can GUARANTEE ABSOLUTE SATISFACTION.

Available—Air cooled. 1/2 H.P. thru 3 H.P. (2700 to 12,000 B.T.U. Hr.) Water cooled systems, to be available shortly, up to 24,000 B.T.U. Hr. Write for data sheets and price list.

# A COMPLETE LINE OF CONDENSING UNITS 1/4 to 5 H.P.

—Including modern, heavy duty TRUCK UNITS, HERMETIC UNITS and units for special purposes. Place your name on our mailing list for catalogs and all current releases.



Typical installation



# "Keep cool with ESTON!"

METHYL CHLORIDE  
SULFUR DIOXIDE

Distributors of "Eston" Chemical "Eston" refrigerants.

"FREON 11"—"FREON 12"  
"FREON 21"—"FREON 22"  
"FREON 113"—"FREON 114"

In Traditional Containers



ESTON CHEMICALS, INC.

1100 E. 26th St., Los Angeles 15

SALES OFFICES

IN ALL PRINCIPAL TRADING AREAS



ESTON REFRIGERANTS ARE FOR SALE BY LEADING REFRIGERATION WHOLESALEERS EVERYWHERE



## BASIC REFRIGERATION CONTROLS

By Service Information Division,  
White-Rodgers Electric Co.

This is the fourth in a series of articles prepared by the Service Information Division of White-Rodgers Electric Co. to review the basic principles of refrigeration controls. The text and the illustrations show how these principles are applied to actual controls.

### 4—How To Calibrate Controls in the Field

The foregoing has pointed out the steps necessary to set the White-Rodgers adjustable differential, hydraulic action temperature controls. This does not only confine itself to refrigeration temperature controls but covers all White-Rodgers hydraulic action controls for refrigeration, air conditioning, and heating.

In the refrigeration industry most of the temperature controls that are used stop the unit at the lowest temperature shown on the dial under the fixed indicator. The unit is started at the highest temperature indicated on the dial under the movable indicator.

In the heating industry many of the controls operate with switch actions that are reversed to those in the refrigeration industry. The unit will start at the lowest temperature indicated on the dial under the fixed indicator and stop at the highest temperature indicated on the dial under the movable indicator. However, settings of the control in either case are identical.

There is a difference in the switch action. One switch is designed to open on rise of temperature, the other to close on rise of temperature.

Now that we have read how to set the hydraulic action controls, our next step is that of calibrating them.

#### MUST FEEL TEMPERATURE

In foregoing paragraphs we have referred to the temperature sensitive section of the element as the feeler bulb. We have referred to the complete sensitive element as an automatic hand.

If we want to feel a temperature with our hand we must place our hand directly against the object, the temperature of which, we want to feel. To prove this point, if you want to feel the temperature of the surface of a hot stove you would have to place your hand directly against the side of the stove.

If this stove happened to be really hot you would no doubt receive a bad burn. You would undoubtedly bring your hand within about 1/2 in. of the surface of the stove and quickly withdraw it to save this bad burn.

This only goes to prove the fact that to feel a temperature accurately you must contact the temperature. This refers to cold as well as to heat. The same procedure applies to the feeler bulb used on any temperature control.

You cannot determine whether a control is out of calibration unless you are positive of the temperature that immediately contacts the feeler bulb. This can only be determined by placing the bulb of an accurate thermometer directly in contact with

the feeler bulb of the control (see Fig. 9).

#### USE ACCURATE THERMOMETER

Do not depend upon an ordinary "dime store" thermometer. You are dealing with an expensive control. You do not need an expensive thermometer but be sure you have an accurate thermometer.

If the control does not operate the unit between the points indicated on the dial of the control and comparative readings on the thermometer, then the control is out of calibration.

If the control is out of calibration, proceed as follows, being sure that the sensitive bulb of the thermometer is directly on the feeler element of the control:

(Again let us stress that you make sure that you are using an accurate thermometer.)

With your screwdriver inserted in the slot in the center of the large dial, rotate the dial until the machine stops. On a refrigeration control this will be at a point when you are rotating the dial in clockwise direction.

Now rotate the dial in a counter-clockwise direction until the machine starts. Do this one or two times and note at which point on the dial the machine stops. The point referred to will be the temperature indicated under the fixed indicator.

Now start and stop your machine again but in this instance when turning the dial in a clockwise direction stop the dial movement at the instant the machine stops. Do not again change the dial position.

#### DIAL CAN BE TURNED

If the dial and the thermometer reading do not agree, then loosen the two dial screws without changing the dial plate or stud nut. When the dial screws are loosened about one turn, the dial can be turned without changing the stud or dial plate position.

Rotate the dial only to a point where the thermometer reading and the dial reading under the pointer are the same. Then tighten the dial screws.

The controls should now be in calibration. Hydraulic action controls have adjustable differentials, and can all be calibrated in this manner.

All that you have to do to calibrate these controls is to know the temperature immediately in contact with the element, or feeler bulb. Then by rotating the dial in a clockwise and counter-clockwise direction and stopping the dial at the point where the switch snaps, you can loosen the dial screws and set the dial to a point shown on an accurate thermometer and the control will be calibrated.

#### ANY POSITION OKAY

Before leaving the subject of hy-

FIG. 9—Calibration of controls in the field is not difficult but requires the use of an accurate thermometer to determine the temperature at the feeler bulb.

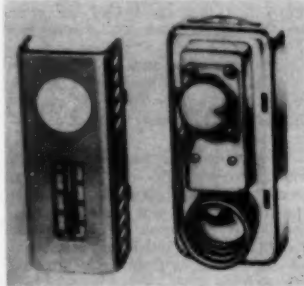
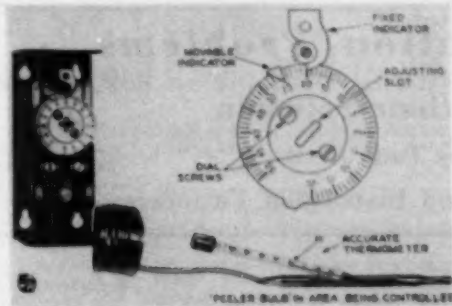


FIG. 10 shows front view of heavy-duty line voltage thermostat with cover removed.

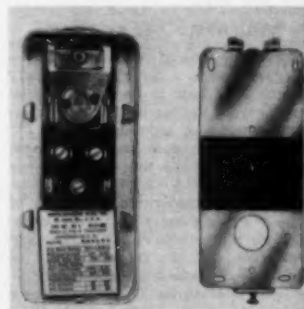


FIG. 11 shows back view of line voltage thermostat (left) and wall mounting plate (right).

draulic action controls we should call to your attention the fact that these controls can be mounted in any position, vertical, horizontal, or at any of the intermediate angles or positions. The control feeler bulb can be placed above, on a level with, or below the control itself.

This is due to the fact that a mechanical switching mechanism with positive snap action is used. Also, that the hydraulic action element is not affected by its location.

One point that is of great interest in this control is the fact that it is not affected by ambient temperatures, nor by altitudes. The feeler bulb itself, on the White-Rodgers control, is the only part of the control that is vitally affected by temperature change. There may be some very slight temperature effect on extended lengths of capillary, but will not be noticeable in any normal installation.

#### LINE VOLTAGE THERMOSTATS ARE HEAVY DUTY

While we are on the subject of hydraulic action controls we should discuss the heavy-duty line voltage thermostats. These thermostats use the same hydraulic action element that we have been discussing.

The line voltage control is built in a steel case designed and finished to harmonize with all surroundings. Thermometers are easily broken. On this particular control the thermometer is recessed so that it would take a direct blow from the front of the control to damage the thermometer.

The temperature adjustment of the control can be easily seen and is located at the top of the control case.

If you were to remove the cover from one of these controls it would expose to you the hydraulic action element and part of the switch assembly, as shown in Fig. 10. You will note that the switch assembly is entirely enclosed in this control, just as it is in all hydraulic action controls.

This is an ideal control to use where you are confronted with dirt or dust in the atmosphere. The hydraulic action element can be very easily wiped off with a cloth because it is not delicate and will not be affected by cleaning. We know, of course, that dust, dirt, grease, and lint act as an insulator and upset the operation of the control.

Fig. 11 shows a back view of the line voltage thermostat. To install this control the bracket is mounted

### 'No Sunday Opening' Drive Begun by Detroit Retailers

DETROIT — The newly-formed Greater Detroit Retail Furniture & Appliance Dealers Association has launched a "no Sunday openings" drive that may produce a new kind of picket line.

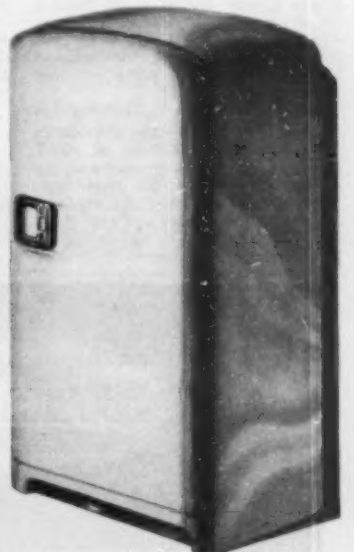
Disturbed by the increasing number of home goods specialty stores that are staying open on Sundays, the association has sent letters to all such firms asking them to discontinue the practice. Those who decline to cooperate will be visited by a committee of 10 dealers, headed by Marvin Zane of Lloyd's Outfitting.

If these efforts fail to bring an end to Sunday openings, association members will picket the stores still doing business on that day, according to William La Vine of Union Appliance Co., president.

Reason behind the drive is that six days of labor a week is sufficient and that remaining open a seventh day does not warrant the extra cost.

The group will also work for improved servicing by suppliers.

## A Working Team that Assures Dependable, Care-Free Refrigeration



## PLUS KLIXON DEFROST THERMOSTAT CONTROLS

Regardless of the type of hermetically sealed units that you use in your cabinets, you simply can't beat the combination of a Klixon Dome-Mounted protector, Klixon Starting Relay, and the new Klixon Defrost Thermostat Control.

The Klixon protector prevents motor burnouts. It helps to provide dependable refrigeration year in, year out by guarding the motor from becoming dangerously overheated. It prevents food spoilage, reduces repairs and replacements.

The Klixon motor starting relay starts the motor surely and quickly. Its positive action and long life eliminate starting troubles.

The Klixon Defrost Thermostat is now used on a number of major makes of refrigerators. You'll find it the most positive answer to your automatic defrost control problems.

Manufacturers of refrigeration units are invited to find out more about these Klixon products. Write on company letterhead for further information.

**KLIXON**

SPENCER THERMOSTAT  
Division of Metals & Controls Corp.  
2404 FOREST ST., ATTLEBORO, MASS.



"DISPLAY ALL" sliding glass panels combine beauty, utility and sanitation in open top case to cutting room partitions. These smart new sliding panels are available, custom built to your requirements. Complete and ready for easy installation.

Frames and guides are highly polished, heavy extruded aluminum. Ball bearings and cushion rubber stops assure noiseless operation... choice of many types of glass or mirrors.

Let us show you how "DISPLAY ALL" Doors and Sliding Panels will mean sales and profits to you... write for our brochure.

**AMERICAN GLASS REFRIGERATOR DOOR CO.**  
1028 NORTH LA BREA AVENUE • LOS ANGELES 28, CALIFORNIA



## Refrigeration Problems

### and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

## Automatic Defrosting (2)

Just as in the case of household refrigerators, defrosting the evaporators of commercial refrigerating equipment falls into three broad classes.

### I. MANUAL REMOVAL BY SCRAPING

Removal of frost by scraping is commonly used on large installations and even on smaller ones equipped with plate type evaporators. It requires a good deal of work, takes a lot of time and is therefore relatively expensive, and is at least a messy job. Insofar as possible, the manual scraping method is being replaced by automatic methods.

A variation of the manual removal method is to provide the plate coils with tight-fitting shields of sheet metal. The frost and ice forms on the shields instead of on the evaporator. Every few days, the shields are slipped off the plates, and with them the frost and ice are also removed, leaving the plates underneath free of

frost or at worst, with only a thin skin of ice.

The shields are dipped into a bucket of water or put under the faucet. Being light sheet metal they warm quickly, and the ice and frost loosen and drop off. The shields are then dried and placed back on the plates.

Removal of the shields, defrosting them and putting them back in place can be done in a matter of a few minutes. Where removal and defrosting of the shields is done every few days, and particularly if this job is delegated to some one employee, and if he does it at regular intervals or when the frost becomes heavy enough, this method has advantages of low first cost, positive removal of frost, no shut-down, no heat required, and no warming of the foods while the evaporator is being defrosted. But the trend has been and continues to be toward automatic defrosting.

### II. SHUT-DOWN DEFROSTING

This is possible only for defrosting commercial evaporators in fixtures held at average temperatures above or slightly below freezing.

Since the finned type evaporator came into common use in commercial equipment some 25 years or so ago,

the defrost cycle has been popular and effective. Coming after each running cycle, the defrost is only long enough to insure that the evaporator completely defrosts before the compressor starts again. The compressor is held off by either a low pressure control or a temperature control, set to require the coldest part of the evaporator to rise above 32° before the control closes and starts the compressor.

With a finned evaporator, the fins warm up quickly and carry heat quickly to the refrigerant tube or "prime surface," so average refrigerator temperatures of as low as about 34°, with maximum refrigerator temperatures of 36° are possible.

Bare tube evaporators without fins can also be operated on the defrost cycle, but the amount of surface required makes them relatively expensive and bulky.

### THE OPEN "MEAT CASE"

In some areas of the country, there has been quite a demand, especially for the past year or so, for open display cases to be held at average temperatures of around 28 or 29° F. These are commonly known as "meat cases," and as the name implies, are used for the display of fresh meats.

There is considerable difference of opinion among users as to the value of these temperatures. Although they are below 32°, the freezing point of water, fresh meats do not freeze at these temperatures. It is quite likely that some water in the meats does freeze, however.

Some users maintain that their cuts of fresh meats stay fresher and more salable in appearance. Others maintain that the cuts of fresh meats dry out too rapidly at such low temperatures. Perhaps the original quality of the meats, their condition when received by the butcher, the methods and materials used in packaging them, and the rate of turnover, have important bearings. Whatever the factors, the fact remains that some markets demand these cases; others ban them.

These temperatures of 28 or 29° cannot be maintained with a defrost cycle, that is, a defrost between each run. The "meat cases" carrying these temperatures can be defrosted automatically however, and by the shut-down method.

Most of the time the evaporators of these cases operate in a frost building cycle, that is, they do not defrost between runs. However, a defrost timer is provided to stop the compressor for periods of 15 to 30 minutes, several times a day.

During these defrost periods, the case temperatures temporarily rise to as much as 40° or even more while the evaporator defrosts. Also, the meat temperature rises somewhat above 28 or 29°, even above 32°, but the rise is only temporary, so the quality and appearance of the meat may not be materially affected.

In these cases, the evaporator must be quite generous in capacity—more generous even than in 35 to 38° cases, so as to hold the evaporator temperature as high as practicable, thus assuring the highest humidity possible. Also a generously sized evaporator makes defrost somewhat quicker than would be the case with a smaller evaporator.

### ALWAYS HEED MANUFACTURER'S INSTRUCTIONS

Length and frequency of the defrost periods, control settings, air velocities, etc., vary with the particular make and design of case or other fixture, so general conditions only can be given here. The installer or serviceman should be guided by the manufacturer's instructions.

Moreover, he should always read and apply the instructions furnished with each individual case, even though he has installed a case that seems identical, only the week before. It must be recognized that the commercial fixture business changes rapidly. Methods of merchandising fresh and frozen foods are constantly changing. The merchants' requirements, and sometimes whims, are changing also.

Fixture designs and construction methods are constantly being revised to conform to market demands, to advances in the art, and to shortages and availability of materials. So the instructions that applied last week may no longer apply, and may be superseded. Be sure to read and heed the instructions furnished with each individual piece of equipment. Doing so may save you a lot of trouble and work, and your customer a lot of inconvenience and expense.

### III. ADDITIONAL HEAT FOR DEFROSTING

For fixture temperatures well below freezing and particularly for temperatures around 0° F., the shut-down method cannot be used. Defrosting the below-zero evaporators must be rapid—so rapid that although the evaporator is defrosted, the refrigerator temperature and the temperature of the frozen product does not rise appreciably.

By "rapid" we mean a matter of a few minutes; and to defrost in a matter of a few minutes, heat from some source must be applied directly to the evaporator.

#### ELECTRIC HEAT

In a previous instalment we mentioned the use of electric heaters attached to the evaporators, to defrost the new types of household refrigerators with compartments for the storage of frozen foods.

Electric heat defrosting is also used for commercial equipment. The evaporators are the finned type either with gravity air or forced convection. The heater is usually of the tubular type, fitted into holes in the fins; or in some fixtures, located below the coil.

An electric clock timer is used to turn the electric heaters on from 4 to 8 times per 24 hours and at the same time turn off the compressor motor and the evaporator fans if any. At the end of the defrost period, which may be 10 to 20 minutes, the timer turns the electric heater off and the fans back on.

The length of the defrost period necessary to assure a full defrost varies not only with the design of the fixture and the wattage of the heaters, but also with the season and the area in which the fixture is used. In wet weather or damp climates, the frequency and length of the de-

frost may have to be greater than during dry weather and in dry climates.

### AUTOMATIC ADJUSTMENT OF DEFROST TIME

To compensate for variations in climates, seasons and other factors, a control is available that consists of a combination timer and low pressure control or timer and a temperature control.

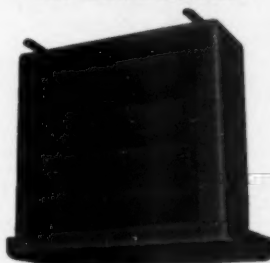
The control is connected into the electric circuit so that at certain times during the 24 hours, the timer turns off the compressor motor and evaporator fans, and turns on the electric heaters.

Then the low pressure control takes over, and stops defrosting when the pressure in the evaporator has reached about 30 p.s.i.g. ("Freon-12") indicating that the evaporator is fully defrosted. The electric heaters are turned off, and the compressor and fan motors are turned back on.

(Concluded on next page)

## LOOK to LARKIN

for Good Looks



### LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin ahead.

Manufacturers of the original Cross-Flu Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN CO. 415 INDUSTRIAL BLVD., S.E. - ATLANTA, GA.

Authorized factory rebuilding service  
**WANTED**  
by large sealed unit plant —  
COMPLETELY EQUIPPED  
WRITE BOX 3955  
AIR CONDITIONING & REFRIGERATION NEWS

YOUR BEST INSURANCE AGAINST EXPLOSION DANGER!

### FINE "SEAMLESS" CYLINDERS

Give maximum safety for only 3 cents a year! Cheapest insurance you can buy against explosion danger from cylinder overfilling! Their extra capacity . . . 4.8 lbs. compared to 4.0 ICC requirements . . . decreases high pressure due to hydrostatic expansion. Heavier metal walls, thicker at ends. No welded seams. Fusible safety provided as standard equipment. Spring loaded safety, slightly extra.

... Ask your Wholesaler about Fine's new 5 lb. cylinder No. 5E, stands erect!

**Fine PRODUCTS CO.** 4837 S. WESTERN BLVD. CHICAGO 9, ILLINOIS



There's always one that's better...and in controls it's Ranco!



Ranco controls give dependable satisfaction to customers and servicemen alike. That's why there are over 35,000,000 Ranco controls in use throughout the world . . . more in use than any other make! Insist on Ranco controls, available for more than 4,000 replacement installations.



**Ranco Inc.**  
COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

because **SHERER** offers more



### DISTRIBUTORS HAVE MORE TO OFFER

Through these dramatic Cost-Cutting developments:

- atomized air** - eliminates costly waste.
- directional flow** - eliminates costly spillage.
- re-circulated air** - cuts case running time up to 15%.

**SHERER USERS REPORT SAVINGS UP TO \$210.00 ANNUALLY, PER 10 FOOT CASE**

Customers can apply these remarkable savings to:

1. lower prices
2. quickly pay off original investment
3. absorb cost of loss leaders or special sales
4. extra profits from these savings.

### plus: SHERER gives users these PLUS VALUES:

fast, easy servicing — wide-angle, panoramic visibility — "automatic selling" design features that increase sales and lower selling costs and many others. Write for franchise information today.

SHERER DISTRIBUTORS SELL MORE BECAUSE THEY HAVE MORE TO SELL



100 years of experience in making food merchandising more profitable

**SHERER-GILLET CO., marshall, michigan**



## Automatic Defrosting --

(Concluded from preceding page)  
This occurs whether the timer is ready to stop the defrost or not.

In some types of equipment and in some areas, there may be some difficulty in getting the evaporator pressure to rise high enough to stop defrosting even though the evaporator is fully defrosted, so this type of control is also available with a remote bulb temperature control instead of a low pressure control. The bulb of the temperature control is attached to the bottom part of the evaporator and thus is affected directly by evaporator pressure instead of pressure.

The effect in either case is that the timer starts defrost at predetermined times each day, but that the pressure control or temperatures stop defrosting as soon as the evaporator is defrosted, without waiting for the timer to act. Thus the length and amount of defrost is varied according to need.

### TIMER MAY FINALLY TAKE OVER

As a safety measure, the timer can, however, stop defrost at the end of a certain length of time, whether the control has stopped it or not. This is to prevent overheating in case of sticking or other failure of the low pressure control or temperature control.

A variation of this method provides an additional switch in the timer, for the evaporator fans. The controls or the timer may turn off the heaters and start the machine but the timer delays turning on the evaporator fans for a couple of minutes or so

until the evaporator has cooled down enough that warm air from the evaporator will not be blown over the frozen foods. An additional temperature control could be used for this purpose also.

### HEATED DRAIN

Although the evaporator may be warm enough to defrost, the drain pan and the drain line may be below freezing, so that the water from the evaporator would re-freeze in them. To avoid this, electric heaters are provided, attached to the underside of the drain pan and wound around the drain line.

### PREVENTING AIR CIRCULATION DURING DEFROST

Merely stopping the evaporator fans is usually sufficient to stop air circulation. Not only do the fans no longer circulate the air, but when not in motion they tend to block what gravity circulation there might be through the air ducts. In one design, a baffle in the air duct is electrically operated; closed during defrost and opened during normal operation.

### ELECTRIC HEATER WATTAGE

The wattage of the electric heaters naturally varies with the size and design of the equipment, but averages about 500 or 600 watts for a 6 to 8-ft. open frozen food case, although much greater wattages have also been used.

## Airtemp Moves Regional Office to Pittsburgh, 3 District Men Added

DAYTON—Airtemp Div. of Chrysler Corp. recently announced that it has moved its regional sales office from Cleveland to Pittsburgh.

J. F. Knoff, Airtemp general sales manager, said the move was made because Pittsburgh is more centrally located in the region, which includes sections of Ohio, Pennsylvania, New York, and West Virginia.

John E. Craig, manager of the Pittsburgh regional office, also announced the addition of three district representatives to his sales staff. They are Stanley R. Kelly, Arthur E. Struck, and Keene L. LeVan.

Kelly was branch manager of the Cleveland Stoker Div. of Pochontas Fuel Co. and Ohio representative for St. Louis Automatic Firing Corp. before he joined Airtemp. He attended Fenn college and Case School of Applied Science, in Cleveland.

Struck joined Airtemp in 1951. Before coming with the division, he was with Don Fisher Furnace Co. of Cleveland. He attended Fenn college and the Cleveland Trade school.

LeVan was with Westinghouse Air Brake Co. before he joined Airtemp as a district representative in 1951.

## Aires Co. To Represent Acme In W. Pennsylvania Area

JACKSON, Mich.—Acme Industries has announced the appointment of Aires Co., Philadelphia, as its new representative for the western Pennsylvania region. The firm will represent Acme exclusively and will handle all products of the manufacturer's Contractor and Flow-Cold Divs.

Aires is headed by M. A. Sheffler and Harold Margulis, both of whom have had extensive experience in the air conditioning and refrigeration fields.

A registered professional engineer, Sheffler is a graduate of Drexel Institute of Technology in mechanical engineering. He was formerly with Carrier in application engineering and in 1948 was made district sales engineer in the Philadelphia area. He is a member of the American Society of Heating & Ventilating Engineers and American Society of Refrigerating Engineers.

Margulis, a graduate engineer, received his degree in mechanical engineering from Georgia Tech. He later attended the University of Pennsylvania, taking special engineering courses. He was plant engineer for Alexander Young Distilling Co. for four years and sales engineer for Willard Sales & Service Co., Philadelphia. He has sold and designed all types of air conditioning and refrigeration systems to serve the food, chemical, pharmaceutical, textile, and comfort air conditioning fields.

## Fish Frozen at Sea, Then Thawed, Filleted And Re-Frozen on Land Retain Their Quality

BOSTON — Recent experiments here and on the Pacific coast by officials of the U. S. Fish and Wildlife Service contain the seeds for revolutionary changes in the coastal fishing industry, thanks to modern refrigeration and food-freezing techniques.

The experiments involve the freezing of whole fish at sea, thawing them for filleting at shore processing plants, and then re-freezing the filets.

Officials of the Fish and Wildlife Service have been conducting experiments on freezing so-called whole, or "round" fish aboard boats, for later processing and packaging. On the basis of laboratory results, these officials foresee major changes in the New England cod and haddock industry.

### AID TO NEW ENGLAND FISHERS

Contrary to popular belief, the researchers have found that fish can be frozen as they are caught, unfrozen later for cleaning and filleting, re-frozen, packaged and sold to consumers "with practically no loss" of quality or flavor. This discovery suggests that many of the competitive disadvantages between New England and other fishing areas—notably Canada—may be surmounted successfully.

Joseph F. Puncocar, technologist at the Fish and Wildlife Service laboratory here, has assembled sufficient evidence to indicate his belief that it may be commercially feasible

to freeze fish in bulk at sea and then process them later on shore.

Fish freezing at sea is not an entirely new procedure. It has been practiced in some areas with success. Certain west coast species, like tuna, for example, are frozen on shipboard for later canning. More recently, a Pacific coast vessel has been outfitted to produce frozen packaged fish at sea. However, Federal fisheries officials point out it is still too early to say whether this freezing and packaging at sea will prove financially feasible. For instance, filleting lines on ship cannot attain all the refinements of those ashore because of space limitations. It is costly to operate a packaging line on a vessel. Puncocar and his colleagues concluded it would be simpler if whole fish could be frozen, glazed, stored aboard the ship, and, after landing, thawed, filleted, packaged and re-frozen at the convenience of the plants on shore.

### CONCLUSIONS FROM PRELIMINARY TESTS

Here are the conclusions from preliminary tests conducted at Fish and Wildlife laboratories:

1. The re-freezing of fish filets from thawed samples of several varieties did not result in adverse changes in the color, texture, or flavor of the final products.
2. Quality of filets produced aboard ship may be "significantly lower" than those produced ashore,

due to unfavorable processing conditions aboard ship compared to shore operations.

3. The quality of filets produced from fish frozen whole at sea may be improved significantly by freezing within a minimum time after the fish are caught.

Puncocar has reported in detail the results of experiments at the Boston laboratory of the fisheries service, and draws these conclusions:

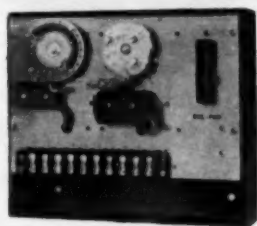
### ADVANTAGES CITED

"If handling and preservation procedures are instituted by the industry for freezing fish in the round at sea, a number of advantages would result.

"These are: 1. Uniformly better quality frozen fish products and possible increase in yield of fish filets over iced fish. 2. Larger catches of fish, since vessels could stay longer on distant fishing grounds. 3. Utilization of by-products such as livers and viscera which are not now utilized. 4. Less work at sea for the fishermen, in that fish would not have to be cleaned and iced. 5. Increased efficiency at shore processing plants, since fish frozen aboard vessels could be held in commercial cold storage and used as needed within certain limits."

The Boston experiments were conducted aboard a specially-equipped research ship, Albatross III. It has a high-capacity, still-air room capable of maintaining temperatures of -20° F. with the temperature rising no higher than -10° F. with a full load. Fish are frozen on galvanized pans spaced 8 in. apart in the lower section of the freezer. Separate, smaller storage boxes maintain temperatures of 0° F. once the fish are frozen.

## PARAGON DEFROSTING TIME SWITCHES



### CHRONO-SPRAY Defrosting Control For Water-Spray Defrosting IT'S FAIL-SAFE!

- A completely flexible defrosting control for Locker Plants, Breweries, Dairies, Walk-In Boxes, Unit Coolers, Air Conditioning.
- A synchronous motored combination 24-hour Time Switch and 60-minute Timer especially designed for water-spray defrosting.
- Provides from 1 to 24 defrost periods per day. Also controls defrost duration in three separate adjustable periods: delay; water-spray; drain.
- "Fail-safe" feature prevents possibility of evaporator fans running while unit is being defrosted. Complete flexibility with utmost simplicity.

### Paragon 300 Series For All Types of Commercial Defrosting:

- COMPRESSOR SHUT-DOWN
- ELECTRIC-HEATER DEFROSTING
- HOT GAS OR REVERSE CYCLE

An accurate, durable, precision-built time switch for all types of commercial defrosting applications where defrost is two hours or less. Easy-to-set pin-type dial. Heavy hinged case; unbreakable door glass. Also made in heavy-duty outdoor type, Series 330.



for UNIT COOLERS • WALK-IN-BOXES FROZEN-FOOD DISPLAY CABINETS LOCKER PLANTS • REACH-IN BOXES FUR-STORAGE VAULTS

Made by America's Largest Exclusive Manufacturer of Time-Controls for All Uses.

MAKERS OF THE FAMOUS

de-frost-it

FOR DOMESTIC REFRIGERATORS - ONLY \$9.95

Paragon ELECTRIC COMPANY

1467 TWELFTH STREET • TWO RIVERS, WIS.

## which feature

## WILL HELP YOU SWING THE SALE...



MODEL SS-5310-B with superstructure. Also available without superstructure.

DISPLAY **BTC** CASES  
The **BREWER-TITCHENER**  
Corporation

BINGHAMTON • NEW YORK

SPARKLING GLASS FRONT

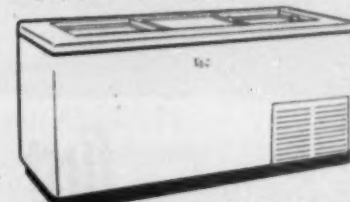
EXCLUSIVE NEW LID

ROOMY INTERIOR

SMART-LOOKING CABINET

- The **SPARKLING GLASS FRONT** Watch how the Quadruple Thermopane glass front on this new BTC Display Case appeals to every prospect! It's a traffic-stopper that can't be beat for building frozen food volume.
- The **EXCLUSIVE NEW LID** Only the BTC Glass Front Display Case offers this convenient, new "Hide-A-Way" Lid. It's self-contained and fully insulated—slides under the rear deck, out of sight, when the cabinet is opened.
- The **ROOMY INTERIOR** There's plenty of room inside this new BTC Glass Front Display Case—it actually has a full 10-cubic foot capacity! Equally important to prospects, it fits a floor area only 53" x 30".
- The **SMART-LOOKING CABINET** No ignoring the beauty of BTC's handsome Glass Front Display Case with brilliant, fluorescent-lighted interior—gleaming white enamel finish—and full-color three-dimensional picture!

All of these BTC features are powerful selling points—so be familiar with them. Write Brewer-Titchener today to learn full details on the new Glass Front Display Case. And be sure to ask about the highly profitable BTC franchise.



SELF-SERVICE SALESMAN

That's this BTC 16 Cubic Foot Display Case (Model DC-16). Comes with or without superstructure.



## What Kind of a Dealer Are You?

Do You Do Big Merchandising, Strictly Specialty, or a Combination? Who Are Your Customers? What Is Their Income? Why Do They Buy from You?

WASHINGTON, D. C.—"Let's say you find Mrs. Prospect down in the basement hanging up her laundry. Don't apologize back away and excuse yourself for interrupting. Tell her to get her car, bundle her wet wash into your car, and run her down to your store for a drying demonstration."

"We can't talk, buy, or finagle ourselves out of the existing problems. We will have to sell ourselves out of the woods," H. B. Price, Jr., vice president of the National Appliance and Radio-TV Dealers Association, told the Electric Institute of Washington here.

"The Price organization sold \$2,800,000 worth of appliances at full list price last year. The volume isn't fantastic—the part I think hard for you to believe is such a volume being done at full retail price with a sizeable net."

"How did we do it? Allow me to put it in very simple terms."

"We merchandised hard, concentrated on exclusive brand lines, served intelligently, let our salesmen make money, and maintained a balance between our inside and outside activity," Price declared.

"I would certainly be naive if I didn't recognize the problems as I understand they exist in the Washington trading area. However, may I tell you of one particular experience which I think will convince you I do

understand your problems. We operate one store in a metropolitan market—not as big as Washington—but cursed with all the turmoil you have."

"Two years ago this May 1, we designed a plan . . . to run a store on the philosophy of 'the price is whatever you can get.'"

"We set up the store's budget by the day—left it to the store manager and sales to sell at the best price possible. We advertised ourselves as the 'Deal Boys' and the store as the 'Appliance and TV Bargain House.'"

"We proceeded on the theory that people would flock to you if you sold for less than the recommended list."

### Followed the Leader in Price-Cutting

"I am getting ahead of my story. We justified this change in policy because we made a survey and determined that seven other appliance outlets in our immediate neighborhood were not maintaining list prices. We convinced ourselves that we could 'out-schlock' the schlockers. All store employees knew the cost of all items and the only sin they could commit was to let the customer walk out."

"All profits on all sales were figured at the end of the day and the group knew at all times where they stood."

"In addition to a salary for all employees, which was figured into the budget, the corporation split 50-50 with the employees, when there was a profit. The employees split their half on a percentage basis among themselves."

"This was a very simple and informative bookkeeping system and at first we thought we had the much sought after answer to an easy way to run an appliance business."

### Traded Future Sales for A Fast Buck

"Remember! May and June of 1950, two months before Korea, were not too good, but this operation flourished. Why? Because we were sopping up the milk and honey of a lot of ploughed-in sales activity. We gave up good proven long-term procedures for a fast buck."

"Immediately after Korea, war scare buying bolstered the volume more and then Regulation W came back and we stumbled for the first time. Sales fell off. There were no profits to split. When customers stopped coming into the store in answer to out-price ads, we had no program—no follow through—no vitality. The salesmen had no prospect lists and no user contacts."

"I am hard to convince, so I maintained the program through 1951. I can report to you that particular



## specialty SELLING METHODS

store was the only one in our group which didn't show a satisfactory profit in 1951. We have learned the hard way that you can't take out all the time—you must plough back in, or you end up with a barren field. We have discontinued the idea, after a thorough trial," Price said.

"What is this 'ploughing-in,' you might wonder. Simply this—a basis of good merchandising for the long haul of creating future prospects instead of concentration on immediate sales by special or mark-down prices."

"Example—By promoting an item such as a dishwasher, freezer, or disposer where saturation is low and consumer resistance high. By educating the public to the necessity of these additional appliances, you are building for future sales and future profits. It's 'ploughing-in.'"

"I'll wager if I were to ask you 'what are some of the things you want corrected?' you would say—larger discounts, fewer model changes, less franchised dealers, abolishment of back door selling."

"I say, 'what have you done to warrant any consideration of the manufacturers and distributors?' 'More discount'—so you could cut the prices deeper and give larger discounts to your customers? Fewer model changes—when a reasonable number are needed to stimulate new buyers in a normal sale at retail? Fewer dealers—when so few of you acknowledge allegiance to any manufacturer or distributor? Abolish back door selling—when there are ads run by retailers saying 'Buy here at wholesale.'"

"Let's be honest with ourselves. The clean-up has got to start at retail level. The newspaper, Better Business Bureau, or the Federal Trade Commission don't participate with you in your profit or loss for any fiscal year."

"It is my opinion there are three kinds of appliance dealers. This theory accepts the furniture and department stores as such, but even they must determine in which broad class they choose to operate."

### What Type Are You?

"1. Merchandising Type—This operation depends on volume, spends a great deal of money advertising, has as a general rule a Class A exposure to customer traffic, depends on short profit leaders to build volume, and has no out-of-store salesmen activity."

"2. Strictly specialty—probably situated so that newspaper advertising is too expensive for their market coverage, must go out after business, pay higher commissions and depend on specialized services to compete with larger competitors."

"3. Combination of the two—with inside and outside activity properly balanced."

"There is room for all three, but do you realize into just which category you fall, and are you operating accordingly? Trying to operate out of character could be costly. All can operate legitimately; all can make money," Price asserted.

"First, qualify your operation and plan your program. Regardless of your type, you require sales manpower."

"Second, acquire and train adequate sales personnel. It is here we have failed so miserably. It is here we become frustrated. It is on this point that our future hinges. Your willingness to take the time and bring into your organization men who can not only sell, but have vision and can appreciate the opportunities that are afforded in this industry and who will work with us for mutually better profits and greater security."

### Takes Two for One

"You'll have to design a new program for reaching almost twice as many prospects this year as last if you hope to equal last year's volume."

"Volume of sales or percentage of profit can't come from being overly sensitive to what the other fellow is doing or how he's running his business. Without condoning him or feeling that any segment of our industry should be permitted to run rife over any other, I respectfully submit that that same energy devoted to finding a prospect—and sticking with him until the sale is rung up—will both put more dollars in your pocket and put more ammunition against the other fellow in your arsenal. Be-

come an important enough factor in your distributor's territory and he'll listen to you; he'll have to—his competitors want you on their teams then, too."

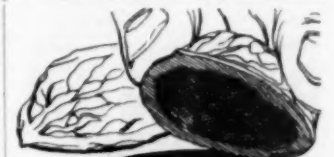
"Dare to be Different!"

### Geiger Counter for Sales

"Finding new prospects is no more a fixed, pre-set pattern of action than finding a new location of uranium. Go to the same old place with the same old methods and you'll find you're in territory your competitors reached first and mined over pretty thoroughly. Dare to be different, though, and they'll come panting onto the scene, order books in hand, long after you've left that ground for more fertile territory. Your first step in uranium explorations is getting a geiger counter and knowing the characteristics of the minerals. Let's see if we can't rig up some sort of a customer-finder, a geiger counter for sales."

"Have you looked carefully at who's buying your merchandise lately? I don't mean who's buying the other fellow's merchandise in town or who your customers used to be. I mean who's the particular customer and what's the special customer pattern now for your store? In what part of town do they live? What's

(Concluded on next page)



don't gamble...

## RUBY mild steel EVAPORATORS fit your needs exactly

Famous brazed mild steel tube-on-sheet type...galvanized...super finished...prompt service...low cost...all types.

WRITE FOR DETAILS

RUBY Manufacturing Co.

Specialists in Manufacturing Evaporators and Condensers  
DOWAGIAC, MICHIGAN

**WALL WIRE PRODUCTS COMPANY**

A FOREMOST NAME IN THE MANUFACTURE OF DIVERSIFIED WIRE PRODUCTS OF SUPERIOR QUALITY

STANDARD AND LIGHT WEIGHT SHELVES OF ELECTRO-POLISHED SOLID STAINLESS STEEL

REFRIGERATOR SHELVES WITH CHROME PLATE, ZINC PLATE, PRO SEAL, TIN, OR PORCELAIN FINISH

WIRE GRILLES • DISPLAY FIXTURES • GUARDS • BASKETS OF ALL TYPES FOR ALL PURPOSES  
STEEL STAMPINGS • MISCELLANEOUS FORMED AND WELDED WIRE ASSEMBLIES  
ARC WELDED ASSEMBLIES

WALL WIRE PRODUCTS CO.  
PLYMOUTH, MICHIGAN

## Straight-from-the-shoulder facts

show you save in every way with

# CHEVROLET Advance-Design TRUCKS

FACT No. 1

### COSTS LESS TO BUY

Match a Chevrolet truck against any comparable truck capable of handling the same payloads. You'll find Chevrolet trucks list for less, yet bring you ruggedness, sturdiness and great features not found in the other truck.

FACT No. 2

### SAVES MONEY ON THE JOB

Experienced truck operators know Chevrolet trucks cost less to own and maintain. Valve-in-Head economy, in the Chevrolet Loadmaster or Thiftmaster engines, saves on gas. Four-way engine lubrication reduces wear and oil costs. Rugged construction means long life.

FACT No. 3

### RIGHT TRUCK FOR EVERY LOAD

Chevrolet trucks are factory-matched to your payload and service requirements. You don't buy "too much truck" or "too little truck." Frame, axles, springs, body, brakes and power are balanced for the job.

FACT No. 4

### KEEPS ITS VALUE LONGER

Records show that Chevrolet trucks traditionally bring more money at resale or trade-in than many other makes. Chevrolet's market value stays up because the value stays in! More proof that Chevrolet is the best truck buy! See your Chevrolet dealer soon.

### CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**TWO GREAT VALVE-IN-HEAD ENGINES**—Loadmaster or the Thiftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHROMESH TRANSMISSION**—for fast, smooth

shifting • **HYPOID REAR AXLE**—for dependability and long life • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-

duty models • **CAB SEAT**—with double-deck springs for complete riding comfort • **VENTILATION**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN





## Make Your Firm a Community Institution-- Educational Conference Plans--

(Concluded from preceding page) their income? What's their price bracket? Where do they work? Why do they buy from you instead of from your competitors?

"We found that wealthy women weren't the prospects for the best ranges. Middle-class women and those from poorer families were. The wealthy ones bought equipment for their servants to use. The others bought what they always called 'my range,' facilities they used every day, three times a day, and in which they took real pride.

### Poorer Neighborhoods

#### Turn Up Good Customers

"We found more of our volume in the poorer and the Negro section of our city than we expected and, once we got to cultivating that territory and examining it more closely, we dared to set a sales contest among our men with a quota of 200 ranges sold for the months of February and March.

"Don't read into these studies what you want to see there. Be objective. Maybe you'll find one of your salesmen used to work in a factory near the store and was popular with the men there. If so, convert him to a sales closer with an override on all the volume he wraps up for you and your other salesmen.

"Too often we dealers tend to think of customers in terms of a mass rather than as individuals. That's rather unflattering. We all appreciate the head waiter in a restaurant recognizing us when we go in. How much more important, then, is it for our prospective customer, who thinks of us as her partner in planning her laundry and her kitchen, to feel she's important to us! How many of us know all the appliances in our customers' homes, when and where they bought them, whether they're satisfied with them, and what they are planning to buy next?

### Use Rainy Days for House Calls

"There are many forms of prospect cards available. NARDA can supply one if you want it. Use them or develop one of your own. Instead of moping around the store when, say, it's rainy and the place is empty, assume that the customers are in their homes and get out and call on them." Price urged.

"Re-sell customers on you. Chances are good that there's some point in the demonstration, some fact about operating the appliance the customer doesn't fully understand. Check on it. Be solicitous. If you have an accessory to offer to make her work easier, a toaster cover, a plug-in phonograph for a television set, use it to gain entry and to get facts to make this call into a sale or a future sale.

"Let's say you find Mrs. Prospect down in the basement hanging up her laundry. For heaven's sake, don't apologetically back away and ex-

cuse yourself for interrupting! Tell her to get her coat on, bundle her wet wash into your car and run her down to the store for a drier demonstration.

"If you close the sale, you can count on her phoning the store some time later saying to run out to her friend Matilda's house and pick up a bundle the same way. And if you remember to sell credit, the hours saved each week, the money saved from this investment, you probably will have found yourself a customer.

"One of the really brilliant distributors in this country, Bill Shipley in Cleveland, phrased the reason you're still here very nicely. He said 'Don't pre-suppose that every customer is a shopper and a chiseler.'

"It really does make a difference in the way you greet the prospect, the enthusiasm with which you sell him and the tenacity with which you stick with him until the sale is closed. Assume that he's going to buy and that he's going to buy from you, and you'll find a new belief in the powers of thought, or, more accurately, attitude transmission.

### Know the Folks Around You

"Become a community institution. Someone from the firm should work in your local Chamber of Commerce even if it means a few hours a week off the sales floor. Be active in Electric Institute activities. Attend YMCA membership drives and meetings of at least one service club. Be a contributor to your area's civic and sociological growth. It will help you know the folks around your territory better and it will help them to know you.

"After that, if your salesman goes soliciting door-to-door, he's not just another peddler; he's with a firm whose head or whose salesman is well known to the prospect. If you're a community institution, sales come easier.

"All this spadework means little, though, if you don't follow through and follow through consistently. Most dealers might as well forget about new residential folks. They may have purchased their appliances as part of their home or maybe they're so strapped after getting the down payment together that a new washer or disposer's out of the question for them.

"But the fellow who's been transferred here by his company, the man who's buying the old home, the folks living in an apartment and slowly gathering together their own things before buying a new place, they're likely prospects.

"I often wonder why dealers and their salesmen don't cultivate real estate operators, moving men, factory personnel managers, and others as bird dogs for prospects, giving them commissions on leads they furnish. Who else knows better when something needs replacement, when someone is moving, or when a major deficiency in the family's appliances is apparent."

(Concluded from Page 1, Column 4) and is urging all eligible manufacturers who possibly can, to participate. Any manufacturer who was an exhibitor at the 7th All-Industry Refrigeration and Air Conditioning Exposition in Chicago last November is entitled to a free booth.

"These educational exhibits are designed to give the men who install, service, and operate refrigeration and air conditioning equipment an opportunity to talk with the factory experts who design the equipment," declared John H. Spence, Hussmann Refrigerator Co., general chairman of REMA's Educational Conference Committee.

"It represents a real opportunity to keep abreast of the many refinements and developments in the industry. We are extending a general invitation to all men in the Greater Philadelphia area who are identified with the installation, service, or operation of refrigeration and air conditioning equipment to attend this conference, and we are looking for an attendance of some 2,000 persons."

Following is the program of educational talks scheduled for the conference:

### FRIDAY, MAY 2

9 to 10 a.m.—"Information Please"—Questions from the audience answered by a board of experts.

10 to 11 a.m.—"Safety in the Refrigeration Industry" by William N. Davis, senior engineer, Industrial Department, National Safety Council. (A safety program for the entire re-

### List of Exhibitors

(List of Exhibitors, 9th All-Industry Refrigeration & Air Conditioning Educational Conference, Philadelphia, May 2-4.)

Exhibitor	Booth
A.P. Controls Corp.	16
Alco Valve Co.	36
Aminco Refrigeration Products Co.	6
Baker Refrigeration Corp.	62
Bell & Gossett Co.	34
Betz Corp.	75
Brunner Mfg. Co.	53
Bundy Tubing Co.	61
Bush Mfg. Co., The	57
Century Electric Co.	7
Chemical Solvent Co.	19
Copeland Refrigeration Corp.	2
Curtis Refrigerating Machine Division of Curtis Mfg. Co.	3
Cutler-Hammer, Inc.	14
Dean Products, Inc.	23
Detroit Lubricator Co.	41
Dole Refrigerating Co.	70
du Pont de Nemours & Co., Inc., E. I.	24
Ebco Mfg. Co., The	38
Elton Chemicals, Inc.	15
Fine Products Co.	42
Fogel Refrigerator Co.	31
Gates Rubber Co., The	72
General Controls Co.	22
L. H. Gilmer Co.	47
Holstead & Mitchell	10
Heat-X-Changer Co., Inc.	55
Henry Valve Co.	13
Howard Refrigerator Co.	58
Imperial Brass Mfg. Co.	26
Jarrow Products	37
Jordan Refrigerator Co., Inc.	69
Karotest Mfg. Co.	71
Kramer Trenton Co.	21
Lehigh Mfg. Co.	46
Linde Air Products Co., Division of Union Carbide & Carbon Corp.	20
McIntire Connector Co.	35
Madden Brass Products Co.	45
Jas. P. Marsh Corp.	39
Mueller Brass Co.	73
Mythic Adhesive Products	32
Nolin Mfg. Co.	33
Pacific Lumber Co., The	29
Penn Controls, Inc.	56
Ranco Inc.	60
Reco Products Division of Refrigeration Engineering Corp.	59
Refrigeration Engineering, Inc.	50
Remco, Inc.	11
Resistoflex Corp.	5
Sealed Unit Parts Co., Inc.	17
Serval, Inc.	48
Snowhill Mfg. Co.	40
Spencer Thermostat Div. of Metals & Controls Corp.	51
Sporlan Valve Co.	4
Standard Refrigeration Co.	74
Superior Valve & Fittings Co.	52
Tecumseh Products Co.	43
Tennet Engineering, Inc.	30
Transaire Mfg. Co., Division of Penn Electric Motor Co.	37
United Frigutator Engineers	12
United States Air Conditioning Corp.	25
United Wire & Supply Corp.	1
Velocity Power Tool Co.	54
Virginia Smelting Co.	18
Wabash Mfg. Co.	44
Wagner Electric Corp.	49
Wagner Tool & Supply Corp.	9
Wolverine Tube Division of Colimet & Hecla Consolidated Copper Co.	28

frigeration industry, under the guidance of the National Safety Council.)

11 to 12 noon—"The Use of the Suction Pressure Recording Gauge in Diagnosing and Analyzing Service Problems," John H. Spence, service manager, Hussmann Refrigerator Co., and Chairman, International Educational and Examining Board, RSES. (How to save time and work and make diagnosis easier and more accurate.)

Exhibits open 1 to 5 and 7 to 10 p.m.

### SATURDAY, MAY 3

9 to 10 a.m.—"Information Please."

10 to 11 a.m.—"Freon-22" From the Installer's and Serviceman's Viewpoint," R. L. Williams, Kinetic Chemicals Div. of du Pont. (A discussion of the properties and characteristics of "Freon-22" and how it is best used in the field.)

11 to 12 noon—"Low-Side Pressure Limiting Valves," William F. Wischmeyer, chief engineer, Sporlan Valve Co. (An unusual and interesting

treatment of this important subject.)

Exhibits open 10 a.m. to 5 p.m. 7 p.m.—Banquet and entertainment.

### SUNDAY, MAY 4

9 to 10 a.m.—"Information Please."

10 to 11 a.m.—"The B9.1-1950 American Standard Safety Code," Myron D. Miller, executive secretary, Refrigeration Industry Safety Advisory Committee. (An explanation of the provisions of the national refrigeration safety code and how it may be adopted.)

11 to 12 noon—"Motor Starters for Refrigeration and Air Conditioning," Kenneth M. Nelson, industry specialist, Cutler-Hammer, Inc. (Across-the-line and reduced voltage starters for various types of induction motors used on refrigeration and air conditioning equipment.)

Exhibits open 12 noon to 4 p.m.

### New Hotpoint Outlet Open

JACKSONVILLE, Fla.—Marshall Martin Appliances, featuring Hotpoint products, has just opened for business at 2042 Blanding Blvd., in the Lake Shore section.

# 2 out of 3 HOUSEHOLD REFRIGERATOR MANUFACTURERS USE Tecumseh HERMETICS AS STANDARD EQUIPMENT

Low initial cost, quiet operation, compactness of design and trouble-free operation, these are the reasons why manufacturers of household refrigerators, freezers, air conditioners, etc., use Tecumseh Hermetics in their products.

Here's how these facts about Tecumseh will help you sell your customers:

### LOW INITIAL COST

is passed on in lower price refrigeration equipment or more "extras" at the same price.

### QUIET OPERATION

assures customer satisfaction and builds up good will for you.

### COMPACT DESIGN

allows more space for food storage, or smaller overall dimensions. Result... more refrigeration for the money.

### LOW OPERATING COST

due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.

For maximum customer satisfaction and more profits for you, look for the famous Tecumseh Compressors in the refrigeration products you sell!



**TECUMSEH PRODUCTS**  
TECUMSEH, MICH.  
*Company*

EXPORT DEPT.: 3111 WOODWARD AVE., DETROIT, MICH.



Illustrated above are the four basic hermetic compressors manufactured by Tecumseh.

## NEMA Firms Sell 44,147 Freezers In Jan.

### Summary for January, 1952

#### Electric Farm and Home Freezers—Complete—Sales by Sizes—Units

Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen foods.

### JANUARY (24 Companies)

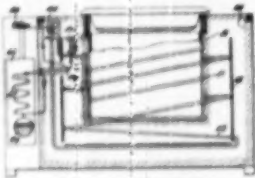
Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. 4.9 cu. ft. and under	344	—	—	344
2. 5.0 to 6.9 cu. ft.	972	—	134	1,106
3. 7.0 to 8.9 cu. ft.	5,118	213	275	5,606
4. 9.0 to 10.9 cu. ft.	2,783	1	131	2,895
5. 11.0 to 12.9 cu. ft.	10,511	115	105	10,731
6. 13.0 to 16.9 cu. ft.	15,624	73	78	15,775
7. 17.0 to 20.9 cu. ft.	4,940	6	21	4,967
8. 21.0 to 29.9 cu. ft.	2,581	—	8	2,589
9. 30.0 to 39.9 cu. ft.	130	—	—	130
10. 40.0 to 49.9 cu. ft.	—	—	—	—
11. 50.0 to 59.9 cu. ft.	—	—	—	—
12. 60.0 cu. ft. and over	4	—	—	4
<b>Total—All Models</b>	<b>42,987</b>	<b>488</b>	<b>752</b>	<b>44,147</b>
<b>13. Total Upright Models (included in above)</b>	<b>1,384</b>	—	—	<b>1,384</b>

Participating companies: Avco Mfg. Corp.; Ben-Hur Mfg. Co.; Carrier Corp.; The Coolerator Co.; Deepfreeze Appliance Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint Inc.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; A. J. Lindemann & Hoverson Co.; Masterfreezer Home Locker Mfg. Co.; The Maytag Co.; Norge Div., Borg-Warner Corp.; Philco Corp.; Refrigeration Div., Revco, Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Emil Steinhorst & Sons, Inc.; Seeger Refrigerator Co.; Victor Products Corp.; Westinghouse Electric Corp.; Wilson Refrigeration, Inc.



# PATENTS Weeks of Feb. 19 & 26

**2,566,565. MULTIPLE TEMPERATURE REFRIGERATION SYSTEM.** Sigurd Mattsson Backstrom, Stockholm, Sweden, assignor to Aktiebolaget Electrolux, Stockholm, Sweden, a corporation of Sweden.



1. In a refrigerator comprising a cabinet having an inner liner defining a storage compartment and a body of insulating material disposed about such inner liner, refrigeration apparatus including a low temperature cooling element and a higher temperature cooling element, a first system for heat transfer fluid having a heat rejecting portion in heat conductive relation with said low temperature cooling element and a heat abstracting portion in heat conductive relation with air in the compartment, and a second system for heat transfer fluid having a heat rejecting portion in heat conductive relation with said higher temperature cooling element and a heat abstracting portion having a major portion thereof disposed about said inner liner and located in the insulating body of a region which is spaced from the inner and outer surfaces thereof.

**2,566,566. AIR CYCLE COOLING SYSTEM.** William T. Corcoran, Jr., Lynwood, and Loyal A. Williamson, Jr., Los Angeles, Calif., assignors to Northrop Aircraft, Inc., Hawthorne, Calif.

## TAKES TIME OUT



F. E. MORRISON

F. E. Morrison, Appliance Mgr., Rockford Standard Furniture Co., Rockford, Ill., says:

"I receive practically all of the trade publications, but the News is the one that I immediately take time out to read completely, as it seems the News gives us the most complete and most reliable information on what is new in our industry."

Also your section on refrigeration problems and procedure is most helpful to our Service Department.

"When I first subscribed to the News I was a little skeptical as to how much value it would be to an appliance department such as ours, inasmuch as we do very little commercial or air conditioning, but I find that your complete coverage of the appliance picture brings us what is new in our industry first."

"Look twice—it's worth the price!"  
AIR CONDITIONING & REFRIGERATION NEWS  
"The Newspaper of the Industry"

## Subscribe Now

Receive the greatest trade paper in the industry—Air Conditioning & Refrigeration News. Published every week. Brings you latest news and vital information on household refrigeration; commercial refrigeration, air conditioning, home freezers; manufacturing, distributing, retailing, servicing, and contracting. Only \$5 per year, 52 issues.

Fill in coupon and mail today

AIR CONDITIONING & REFRIGERATION NEWS  
430 West Fort Street, Detroit 26, Michigan

Gentlemen: Send the NEWS for one year.

☐ \$5 enclosed ☐ Bill me ☐ Bill the company

Name .....

Company .....

Street .....

City .....

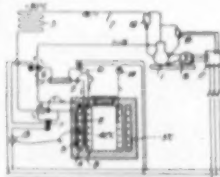
passion turbine having an outlet, and an inlet connected to receive air from said source and forming one element of a heat exchanger, a divided duct connected at one end to the outlet of said turbine and at the other end to said cabin, one division of said duct conducting air directly to said cabin, the other division of said duct forming the remaining element of said heat exchanger, said divided duct delivering all of the output of said turbine to said cabin only, and means for proportioning the output of said turbine between the two divisions of said duct.

**2,566,567. GOLD WALL REFRIGERATOR WITH OPEN-MESH PRODUCE CONTAINERS.** Carlisle E. Hartman, San Jose, Calif., Application May 21, 1948, Serial No. 58,591. 9 Claims. (Cl. 68-25.5.)



1. In refrigerating apparatus, an open-top refrigerator case having cooling means mounted within the walls thereof, and an open-mesh produce container disposed within the case, the container having side walls spaced from the side walls of the case so as to form unobstructed passages therewith adapted to set up circulation of chilled air through the container, and the upper edge portion of the container being made solid to encourage such circulation.

**2,566,568. REFRIGERATING MACHINE OR HEAT PUMP UNIT OF THE MULTIPLE COMPRESSION TYPE.** Tor Brandis, Flinspong, Sweden, assignor to Svenska Turbinfabriks Aktiebolaget Ljungstrom, Flinspong, Sweden.

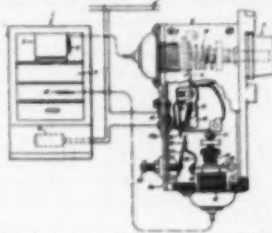


In refrigerating machinery of the compression type for operation at two pressure stages, the combination of a compressor for alternate operation as a low pressure compressor and as a high pressure compressor during successive periods, a circulation system for the refrigerant actuated by the compressor, two evaporators included in said circulating system, one for each pressure stage, two concentric cold magazines concentrically surrounding each other, the inner magazine being provided for enclosing the evaporator belonging to the low pressure stage and for storing the cold developed during said stage, the outer magazine being provided for enclosing the evaporator belonging to the high pressure stage and for storing the cold developed during said stage, means adapted upon the shifting from the high pressure stage to the low pressure stage by setting the evaporator of the low pressure stage into operation, to effect a simultaneous setting of the evaporator of the high pressure stage into operation to act as a condenser for the low pressure stage.

**2,566,569. REFRIGERATOR CONTROL.** Harley H. Bialer, Erie, Pa., assignor to General Electric Co.

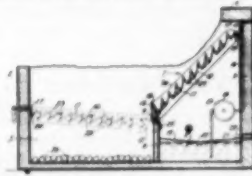
1. In a refrigerator having a compressor, an electrical circuit having an over-center operated switch therein for operat-

ing said compressor, a food storage compartment and an evaporator positioned in the food storage compartment, a first temperature-responsive element positioned to be influenced primarily by the temperature of said evaporator, and a second temperature-responsive element positioned to be influenced primarily by the temperature of said food storage compartment, a first control system responsive to said first temperature-responsive element,



said first control system comprising a first expansible bellows, a first spring positioned to bias said first bellows, a first operating arm positioned between said first bellows and said first spring, and a switch arm operable in response to movement of said operating arm to open and close said circuit for operating said compressor, a second control system comprising a second expansible bellows, a second spring biasing said bellows, a second operating arm positioned between said second bellows and said second spring, and means responsive to the movement of said second operating arm for independently opening and closing said switching arm to energize said compressor circuit in response to the movement of said second operating arm while said first operating arm is in the circuit open position.

**2,566,569. MECHANISM FOR PRODUCING CLEAR ICE BODIES.** Chester A. Weseman, Austin, Minn., and Clifford E. Enger, Los Angeles, Calif., assignors to Roberts Products, Inc., Austin, Minn.



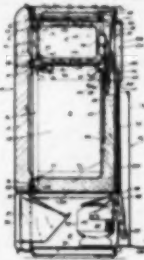
1. A clear ice cube producer comprising a hinged inclined tray provided with a plurality of open-topped molds and hingedly mounted along one edge thereof, means for continuously discharging liquid onto the upper portion of said tray during the freezing of liquid therein to cascade the liquid successively over said molds to carry the air from the liquid being frozen therein and produce substantially clear ice cubes, defrosting means for releasing said frozen cubes when said tray has been swung on its hinged edge to invert said molds, and means for collecting the cubes when released from said molds.

**2,566,569. ICE-MAKING APPARATUS.** Crosby Field, Brooklyn, N. Y., assignor to Flakice Corp., Brooklyn, N. Y.



1. In ice-making apparatus, the combination of a vertical freezing tube construction comprising a rigid outer shell having top and bottom plates at the ends thereof and a concentrically positioned freezing tube projecting through said shell, said construction having insulating material in the annular space between said shell and said tube forming a plurality of evaporator chambers around spaced zones of said tube, said tubes being of different diameters at said zones whereby laminar flow of different diameters may be formed simultaneously, means to harvest the ice of smaller diameter and to automatically nest it in the ice of larger diameter while the freezing operation is continued on the ice of larger diameter, whereby the ice of smaller diameter is frozen to the ice of larger diameter to form a composite ice body, and means to harvest the ice body.

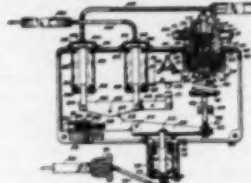
**2,566,569. MULTIPLE TEMPERATURE REFRIGERATOR.** Evans T. Morton, Chicago, Ill., assignor to Admiral Corp.



1. In a multi-temperature refrigeration system of the primary-secondary type having a primary circuit and a secondary circuit including a condenser portion and an evaporator portion, the combination of a refrigerant conducting means in the primary circuit in heat exchange relation with the condenser portion of the secondary circuit, a by-pass in the primary circuit around said means, and means responsive to the temperature in

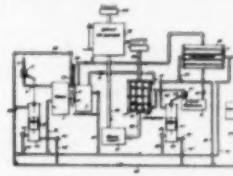
the secondary circuit for controlling the flow of refrigerant through said means or said by-pass whereby a substantially uniform temperature may be maintained in the secondary system.

**2,566,571. VALVE MECHANISM OPERATED BY A PLURALITY OF THERMOSTATS.** Neville P. McKenna, Knoxville, Tenn., assignor to Robertshaw-Fulton Controls Co., Knoxville, Tenn.



1. In a thermostatically operated valve mechanism having a housing providing a valve seat and a valve member cooperating with said seat, means for operating the valve comprising a rectilinearly movable member operatively connected to said valve member, three thermostats for subjecting to different sources of temperature variation and each including an expansible and collapsible chamber having a movable end wall, a compound lever system operatively connected to said reciprocating member and including three levers, means for positively transmitting the movements of one of said movable end walls to one of said levers which is operatively connected to said reciprocating member, a pair of members operatively connected to two other movable end walls and pivotally connected to a second lever of said system for positively transmitting the movements of said other end walls to said second lever, and pivotal connections between the third lever of said system and both of said first and second named levers, said third lever being fulcrumed on said housing.

**2,567,561. SAFETY DEVICE FOR REFRIGERATION MACHINES AND THE LIKE.** Theodoris S. Papadopoulos, New York, N. Y.



1. In a refrigeration system having a compressor for refrigerant, a jacket for cooling liquid on said compressor, means for cutting off the source of power from said motor, a condenser for refrigerant connected to said compressor, a receiver for liquid refrigerant connected to said condenser, and an evaporator connected to said receiver and a valve in said connection, said compressor, condenser, receiver and evaporator constituting a closed system, a single source of cooling liquid for said condenser and compressor and means for circulating the same around said condenser and compressor to remove heat therefrom and an exit pipe

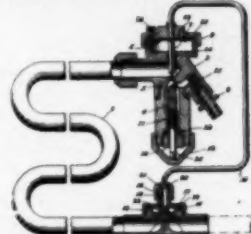
for said liquid, the improvement which comprises a pair of chambers, each chamber having a float therein, a connection from said source of cooling liquid to each of said chambers and a connection from each of said chambers to the exit pipe for said cooling liquid, said floats being buoyed up while said liquid flows through said chambers, a mechanical connection from one of said floats to said cut-off of said motor, a mechanical connection from said other float to said valve, whereby on failure of said source of cooling liquid said floats drop cutting off said power and closing said valve.

**2,567,561. FREEZING DEVICE.** Edmund F. Schaeffer, Dayton, Ohio, assignor to General Motors Corp., Dayton, Ohio.



1. A freezing device comprising in combination, a tray and a grid disposed thereon, said grid including a longitudinal upright wall and a plurality of spaced apart upright transverse walls interlocked together and dividing the interior of said tray into compartments, and portions of the end transverse walls of said grid extending upwardly beyond the uppermost portion of the transverse walls of said grid intermediate said end transverse walls and above the top of said tray to provide a support at the top of said device above said longitudinal and said intermediate grid walls for receiving the bottom of the tray of a similar companion freezing device.

**2,567,561. CONTROLLING DEVICE FOR REFRIGERATOR SYSTEMS.** Howard C. Miller, New York, N. Y.



1. A refrigerating system having an evaporator coil, a casing containing an expansion valve at the inlet end of the coil, connection for supplying refrigerant to the coil through the casing and a connection for conducting it from the coil at the outlet end, a coupling at the outlet end of the coil, a heat transferring member in said coupling, means in said casing for controlling said valve, and an open conduit connecting said coupling and said means, said coupling having a fitting attached thereto, the fitting being hollow, and closed by a hollow nut at its inner end, the member projecting through the nut into the coupling, and having a flange at its end engaging said nut, said fitting having a spring therein pressing said member, and a neck on its outer end secured to the conduit.

(To Be Continued)

## HOW TO SELL YOUR SALESMEN ON SELLING . . .

ONE FOOT IN THE DOOR  
by George F. Taubeneck

The first humorous book on merchandising. You will laugh—learn—profit while you relax with this popular book for businessmen. 400 entertaining, laugh-provoking pages. Immensely enjoyable, as thousands of readers will testify. A best-selling book. . . . \$3.00

THE MARSHAL'S BATON  
by George F. Taubeneck

Here is another important book by George F. Taubeneck—an "advanced course" in sales management as a follow-up to his immensely popular *One Foot in the Door*. The distilled wisdom of 29 of America's top sales-minded executives. Received enthusiastically by industrial executives everywhere—a valuable addition to every businessman's library. 600 big pages. . . . \$5.00

— JUST OFF THE PRESS —

And Now—Brand New—"The Appliance Dealer's Handbook"

BOTH FEET ON THE GROUND  
by George F. Taubeneck

The greatest book on appliance merchandising ever written. Written in brisk, interesting style . . . with a wealth of "case histories" showing you HOW—a Chicago Dealer secures prospects for pennies each—25% of the salesmen of a large appliance house sell 75% of the electric ranges—a 65-year-old firm sells 400 refrigerators a year without an outside salesman—to build a profitable service business simply managed . . . and many, many more solid, tested, and proven ideas to help you sell more goods more profitably. Over 600 pages crammed with sales and management ideas you can use TODAY! . . . \$5.95

CLIP THIS NOW! MAIL TODAY!

CONJURE HOUSE DIVISION, Business News Publishing Co. 4-14-52  
430 West Fort Street, Detroit 26, Michigan

Send ☐ One Foot in the Door, \$3.00. ☐ The Marshal's Baton, \$5.00.  
☐ Both Feet on the Ground, \$5.95. ☐ Check enclosed ☐ Bill me.

Name .....

Address .....

City .....

State .....





## PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request to the purchasing office under which the purchase is listed in this Synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number or reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

## DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center; Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Raritan Arsenal; Rock Island Arsenal; Springfield Armory; Watertown Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of these offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q" or, if numbered, the number will be followed by the letter "Q."

Description	Quantity	Invitation No.	Opening Date
Commanding Officer, Rock Island Arsenal, Rock Island, Illinois, Procurement Office			
Solenoid in accordance with D300848	1104 ea	11-070-52-840B	29 Apr 52
Commandant Of The Marine Corps, Washington, D. C., Attention Supply Department, Procurement Section			
Mechanical units for 600 cu ft walk-in refrigerators US&C purchase description except to be equipped with electric motor and automatic control.	50 ea	1027Q	18 Apr 52
Officer in Charge, Navy Purchasing Office, Washington, D. C.			
Sink temperature controlled with refrigerated cabinet 10 sets onboard repair parts specifications MIL-8-17058 MIL-B-15071, MIL-R-15137, ships.	11	60518-B	7 May 52
Chicago Quartermaster Depot, Quartermaster Purchasing Division, Chicago, Illinois			
Refrigerator electric spec AAR 211B	5100 ea	52-1204B	5 May 52
Cases frozen food & cases display	847 ea	52-1283G	22 Apr 52
Purchasing & Contracting Division, Fort Benning, Georgia			
Furnishing all plant, labor, materials, (other than fans and motors to be furnished by the government) and performing all operations required for mechanical ventilation of 39	lump sum	09-085-52-153	30 Apr 52

classroom and instructors' office buildings, Fort Benning, Ga.

Procurement Division, Camp Kilmer, New Brunswick, N. J.

Modification alterations and additions required for the fireproofing and air conditioning of the telephone and signal centers building No. 1310

Bureau Of Ships, Washington, D. C.

Cooling coils 195 549-382Q 30 Apr 52

Contracting Office, Shaw Air Force Base, South Carolina

Installing air conditioning systems in hospital buildings Nos. 135 and 243, Shaw AFB S. C. 1PB 38-601 25 Apr 52

## GENERAL SERVICES ADMINISTRATION

Description	Quantity	Invitation No.	Opening Date
General Services Administration, Denver, Colorado			
Air conditioning unit instrument room, bldg 81, Denver Federal Center, Denver, Colorado.	Job C and R 101		16 Apr 52
Business Service Center, General Services Administration, 375 U.S. Courthouse, Chicago 3, Illinois			
Refrigerators fed spec AA R-211B	121 ea	CH47445	4-29-52

## VETERANS ADMINISTRATION

Description	Quantity	Invitation No.	Opening Date
Chief, Procurement Division, Supply Service, Veterans Administration, Washington 25, D. C.			
Regulator, pressure & flow-meter	34 ea		
Flow control apparatus	36 ea		

## U. S. DEPARTMENT OF COMMERCE

Description	Quantity	Reference No.	App. Bid Date
Procurement Branch, Civil Aeronautics Administration, 50 Seventh Street, N.E., Atlanta 3, Georgia			
Air cleaning, glass fibre, filter replaceable type in 6 sizes.	2400 ea	22-254	21 Apr 52

## CONTRACTS AWARDED THROUGH APRIL 8

Description—Contractor and Address	
Ships Parts Control Center, Naval Supply Depot, Mechanicsburg, Pennsylvania	
Repair parts for refrigeration equipment.—22,953. \$127,199.—Carrier Corp., 300 E. Geddes St., Syracuse 1, New York.	
Valves and repair parts.—1,198. \$27,557.—Walworth Co., 60 E. 42nd St., New York, New York.	
Pressure reducing valves.—72. \$25,794.—Grove Controls, Inc., 6529 Hollis Street, Oakland, California.	
Temperature regulating valves.—702. \$41,671.—Robertshaw-Fulton Controls Co., Fulton-Syphon Div., P.O. Box 400, Knoxville, Tennessee.	
Temperature regulators and repair parts.—434. \$36,458.—Robertshaw-Fulton Controls Co., Fulton-Syphon Div., Knoxville, Tennessee.	
Chicago Quartermaster Depot, QM Purchasing Division, 1819 West Pershing Road, Chicago 9, Illinois	
Q spare parts for refrigeration equip.—various. \$28,892.—Waukesha Motor Co., 1945 Jay-Vee Drive, Waukesha, Wis.	

## Kansas City Firm To Distribute Servel Line

EVANSVILLE, Ind.—Appointment of Townley Metal & Hardware Co. as distributor for Servel refrigerators and water heaters in the Kansas City area was announced by W. Paul Jones, president of Servel, Inc.

The Townley company has been in business in Kansas City for 68 years. It serves a territory which includes western Missouri and eastern Kansas.

Officials of the Kansas City firm are Webster W. Townley, president; James P. Townley, vice president and general manager; Lawrence Phister, appliance sales manager; and Leon Dennison, service manager.

The company started as a wholesale hardware firm in 1884. Since World War II, it has been distributing Youngstown kitchen cabinets. With the addition of the Servel line, the company will now open a new appliance division. Other appliances to be sold are Chambers ranges and Moore heating equipment.

## Seeger Nets \$2,066,513

ST. PAUL—Seeger Refrigerator Co. reported net earnings of \$2,066,513 on net sales of \$34,685,244 in the six months ended Feb. 29.

For the corresponding period a year ago, net profit totaled \$1,796,770 and net sales \$39,639,248.

Although sales decreased and Federal and state income taxes increased (\$2,250,000 compared with \$1,879,500), cost of goods sold declined nearly \$6,000,000.

## Detroit ASRE Spring Party Will Be Held May 23

DETROIT—The Detroit section of the American Society of Refrigerating Engineers has announced that it will hold its annual spring party on Friday, May 23 in the Park-Sheraton hotel, Woodward at Kirby here.

The party is open to members, their wives, and invited guests. Starting at 7 p. m., it will feature dinner, color movies, prizes, and bingo. Tickets are available at \$3.96 per person.

The section also announced the unanimous election of George Kingston as chairman for the 1952-53 season. Kingston is a sales engineer for the Nash-Kelvinator Corp.

Other officers also unanimously elected were: David S. Falk of the David S. Falk Co., vice chairman; Roy Burns of the Detroit city bureau of buildings and safety engineering, secretary-treasurer; and Stanley Janczarek of Refrigeration Service, Inc., assistant secretary-treasurer.

## Appliance Firm Opened In Jacksonville by Mulhall

JACKSONVILLE, Fla.—George H. Mulhall, a veteran of nearly 20 years in the appliance and radio fields, has opened the Mulhall Appliance Co. at 24 Broad St. here.

Mulhall, who has represented Frigidaire in sales capacities for many years, said the new firm carries a complete line of Frigidaire appliances; Motorola, Philco, and RCA radio and television sets; Apex, Easy, Maytag, and Thor washers.

## CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words. Other addresses by actual word count. Please send payment with order.

## POSITIONS WANTED

AIR CONDITIONING, heating and refrigeration service engineer experienced in lay-out, selling and installation. Formerly operated own business. Just completed installation of five Chrysler 60 ton units for theater chain. References. Will move anywhere. Florida preferred. Ed Felver, Cole Theaters, P.O. Box 131, Rosenberg, Texas.

MANUFACTURERS: OUR organization is qualified to represent you in following states: Ohio, W. Va.; Ky.; Indiana, Tenn. Also Miss.; Texas, Louisiana, Missouri, Oklahoma. Your sales promotion problems are our specialty. All inquiries confidential if so desired. BOX 3089, Air Conditioning & Refrigeration News.

## POSITIONS AVAILABLE

OLD ESTABLISHED Southern California refrigeration manufacturing company needs men with refrigeration, cabinet design experience to assist in the development of new types of equipment and products. Permanent position. Salary commensurate with ability. Write WARD REFRIGERATION AND MFG. CO., 6501 S. Alameda Street, Los Angeles 1, California.

SALES ENGINEERS—Experienced in air conditioning and refrigeration—for Westinghouse Electric Corporation. Air Conditioning Division, sales offices in Midwest. Reply stating full qualifications, experience and salary to BOX 3928, Air Conditioning & Refrigeration News.

JUNIOR PROJECT engineer—with some refrigeration background, to work on various problems connected with design and development of compressors and allied equipment. Our men know of this opening. Write full resume to BOX 3960, Air Conditioning & Refrigeration News.

REFRIGERATION SHOP foreman. Must have compressor rebuilding experience. Excellent opportunity for right man. \$2.75 per hr. Location Cleveland, Ohio. Write and state full qualifications to BOX 3966, Air Conditioning & Refrigeration News.

## EQUIPMENT FOR SALE

NEW—½ and ¾-hp. open type refrigerating units or closed. Price: ½ hp.—\$54.24; ¾ hp.—\$102.60. These units are equipped with Chieftrain compressor bodies and Century capacitor type motors with built-in thermal protection. Freight allowed on quantity orders of 10 units or more, may be assorted sizes. Write for literature and specifications. ARCTIC-AIRE, 1621 Grand Ave., Kansas City, Mo.

SOFTIE MACHINES—Money making continuous freezers for soft ice cream or frozen custard, famous make. Two are new in original crates, two used in good condition. Back in service so must sell at real sacrifice. This is really too good to miss! Write Lt. P. F. BERNHEIM, 2324 Humbolt Ave., El Cerrito 9, Calif.

FOR SALE—60 ton cooling equipment as follows: with magnetic starters and automatic controls; 2 Frick 3 cylinder Freon compressors 4½ x 4½, Model F.W.-440; 2 40 H.P.—208 volt—3 phase—60 cycle 1750 R.P.M. motors; 5 Aero fin coils, 4

pipes deep, 18 pipes high 81" x 26"; 1 80 ton Buffalo fan 28" x 42" delivery 30,000 C.F.M.; 3 new American coils model 20800. BOVAL REALTY CO., 312 38th Street, Union City, New Jersey.

SACRIFICING 18 cu. ft. display freezers with superstructure and Thermopane glass sliding doors. Only \$371 each, f.o.b. New York. List price \$714. For complete details, write or call MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., New York, Gramercy 2-9000.

322 BUYS standard brand ¼-HP open type or sealed type complete units. Other sizes up to 3 HP. Write for complete listings on units and parts, including Klaxon overload relays @ 18¢. MANN REFRIGERATION SUPPLY CO., 440 Lafayette Street, New York 3, N. Y.

SENSATIONAL VALUE—Close-out on refrigerator-freezer combination with stainless steel top, 2½ ft. freezer, 5 ft refrigerator originally priced at \$299.95. Will sacrifice for \$150.00 each in quantities of 25 or more. Also available ¼ h.p. sealed units at less than distributor cost—\$88.50 in lots of 6 or more. SEABOARD DISTRIBUTING CO., 1421-23 N. W. 7th Ave., Miami, Florida.

FOR SALE—brand new ¼ H.P. hermetic compressors. Model 8-88—8½" high. Complete with relay and overload \$44.50. Send for your list on drives, valves, belts, pressure controls, fittings, relays. Supplies and parts at great savings. Sold on money back guarantee. WALTER W. #TAR5, 2933 Lincoln Ave., Chicago 13, Illinois.

## FRANCHISES AVAILABLE

DEALER FRANCHISE available for complete line of Frigidaire appliances in one of the fastest growing cities in southwest. City has population of 150,000, immediate trading area 350,000. At present only two Frigidaire dealers. Want to add one more who will specialize in outside selling and servicing of appliances. Will require \$15,000.00 to \$20,000.00. Investigate this unusual opportunity and advise as to your business experience and capital. BOX 3961, Air Conditioning & Refrigeration News.

## BUSINESS OPPORTUNITIES

FOR SALE—rapidly expanding refrigeration business—sales and service. Located Red River Valley, Grafton, North Dakota, intersection highway 51 and 17. 26 by 46 building includes stock display room, shop and 6-room modern living quarters. Will sell for \$15,000.00 which includes cost inventory stock \$2,000.00. Owner C. A. Galle, Grafton.

## MISCELLANEOUS

FOR SALE—collection of approximately 1600 selected electric hand laundry iron patents, complete thru 1948. Approximately 900 automatic type electric toaster patents. Approximately 300 vacuum type electric coffee maker patents. Approximately 300 electric roaster and hot plate patents. C. R. MCKINLEY, 686 Griswold St., Detroit 26, Mich.

NORGE SEALED units remanufactured or exchanged. Immediate delivery from stock, 2 year warranty. Freon refrigerant. Write for prices and shipping instructions Genuine Norge terminals for Norge sealed units. Set of three. \$1.15 plus postage. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

OLD ESTABLISHED manufacturer of commercial refrigerators interested in building a line of equipment for you under your brand name. For particulars write BOX 3970, Air Conditioning & Refrigeration News.

## Paragon Cuts Prices 17% on 300-M Defrost Time Switches

TWO RIVERS, Wis.—Paragon Electric Co. here has announced a 17% reduction on its line of 300-M Series commercial defrosting time switches for electric heat and hot gas applications.

New net prices are \$16 and \$17 for 115 volt and 220 volt, respectively.

## Pick Harderfreez Distributor

WASHINGTON, D. C.—Herman Goodman, president of Emerson Radio here, announced his firm's appointment as a distributor of the Harderfreez line of home and farm freezers manufactured by Tyler Fixture Corp.

Other products handled by the company include Servel refrigerators, Emerson radio and television sets, and Webster-Chicago phonographs.

## 3 New Distributors Add Sanitary Quicfreez Line

FOND DU LAC, Wis.—Appointment of three new distributors for the Quicfreez line of refrigerators and freezers has been announced by Harry Ryan, sales manager of the Sanitary Refrigerator Co. here.

Morley Bros., with locations in Detroit, Saginaw, and Grand Rapids has been selected to handle the Quicfreez distributorship for the state of Michigan. In San Francisco, the Pacific Telecoin Corp. has been chosen to handle the line in the bay area, and the McKee Distributing Co. of Indianapolis has been selected to represent the Quicfreez line there.

The Quicfreez refrigerator line includes five basic models in 5.5 cu. ft., 6 cu. ft., 7.2 cu. ft., and 7.4 cu. ft. sizes. The Quicfreez freezer line is currently composed of four models in the 9 cu. ft., 13.2 cu. ft., 16.8 cu. ft., and 20 cu. ft. sizes.

## Cable-Weidemer Plans Open House April 27-28; Named Frigidaire Dealer

ROCHESTER, N. Y.—Cable-Weidemer, Inc., air conditioning, commercial refrigeration, and restaurant equipment contractor here, will hold an open house on April 27 and 28, George F. Weidemer, president, has announced.

Special feature of the open house will be the formal announcement that the firm is now franchised to sell Frigidaire commercial refrigeration equipment and air conditioning up to 10 tons. The firm has actually had the franchise for the past three months. It covers 11 counties around Rochester.

During the event, which is becoming a bi-annual affair with the firm, there will be live displays of soft ice cream making machines, open frozen food cases, commercial cooking equipment, air conditioning units, beer coolers, water fountains, and ice cube makers. Factory representatives will be on hand to demonstrate their products. Refreshments will be served.

Some 4,500 invitations are being sent out to customers and prospects in the restaurant, soda fountain, meat market, and institutional trades.

Weidemer declared that open-houses are good business builders and create a lot of good will in the trade.

## Mainline Distributors Enters Housewares Field

TOLEDO—Marking its entry into the electric housewares field, Mainline Distributors here recently signed a franchise for the Westinghouse line of electric housewares, electric bed coverings, and vacuum cleaners.

Officials of the northern Ohio distributor include Joseph Cohan, president; Bernard St. John, assistant general manager; and Elmo Shauten, sales promotion manager.

Jack Schmitt, Westinghouse Electric Appliance Div. appliance specialties factory representative, and Earl Hartley, central appliance district sales promotion manager, conducted sales training meetings for Mainline's 18 salesmen.



(His business paper  
... of course)

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality. And it's one of a leadership group of business papers that work together to add new values, new usefulness, to make the time you give to your business paper profitable time.

With the pushing pace of business today, your business problems won't wait. That's why the Best Informed Men in your Field so often take their business papers home to read. Competition won't stand still, or costs stay put; and new products come so fast you've got to read every issue. You need the news of what's new, what's happening ... the what-to-do-and-how ... and the what-to-do-it-with that you find in the editorial and advertising pages. It pays to read both ... thoroughly ... at home or on the job. That's what keeps you one of the Best Informed Men in your Field.

## AIR CONDITIONING &amp; REFRIGERATION NEWS



## Supermarkets, G-E Dealers In Freezer-Food Plan--

(Concluded from Page 1, Column 2)  
\$200 worth of famous brand meats, poultry, fish, fruits, vegetables, desserts, juices, pre-packaged direct from the frozen food lockers of Big Bear Markets.

"For the first time, you will be able to buy both food and freezer in one combination package at one store... with a minimum down payment and many, many months to pay."

The ad urged readers to "see your nearest G-E dealer today," and listed the locations of the dealers.

### FREEZER, FOOD AVAILABLE UNDER REG. W TERMS

According to G-E Supply, the freezer and food can be paid for on Regulation W terms. The freezer and the food are written up on one note, which is a limited recourse deal. The freezer is then paid for in the usual 18 months and the food in six months.

When the customer buys a G-E freezer under the plan, he is entitled to a choice of approximately \$200 worth of foods at "marked savings." This amount will fill an 11-cu. ft. G-E freezer, it was found.

The customer can select the foods he wants from a lengthy list. Selection can be made at the dealer's store, at a Big Bear Market, or at home.

Purchase of the freezer and food automatically makes the customer a member of the G-E Food Freezer Club, and he receives a certified membership card.

### WEEKLY SPECIALS

The original freezer-food offer is to be followed by a "Buy-of-the-Week" plan featuring various Big Bear specials. From time to time, club members will receive lists of these special offers from the Big Bear Markets. They can then place their orders by filling out an order blank or by going to the market.

The G-E Supply-Big Bear-Ned's ad said, in part:

"It started in California! It spread like wildfire to Chicago, to Cleveland... and now Detroiters, too, can share in the same savings. Through the combined facilities of General Electric Supply Corp., Big Bear Markets, and Ned's, thrifty Detroit families can now enjoy marked savings on food bills.

"From these savings you will be able to buy a wonderful G-E home freezer that will make it possible for you to buy meats and frozen foods in quantity and keep them right in your own home to eat as you wish....

"Because of their reputation for handling only the very finest quality brands, the 25 Big Bear Markets were chosen to supply G-E Food Club members with freezer quantities of meats and frozen foods.

"With the initial 'package purchase' of a G-E home freezer, you will receive frozen foods of your choice right from Big Bear's huge variety. These foods will be fresh-frozen, table-trimmed, individually wrapped and marked...."

### AD CARRIES COUPON

Readers were urged to phone Ned's and ask for the "Club Secretary" to get the details on the plan, or use a

coupon included in the ad. Representatives of Ned's will call on those who mail in the coupon. Readers were also urged to listen to a disc jockey program on a local radio station the following day for more information on the plan.

The ad also listed the locations of the 10 Ned's stores, and carried pictures of three local women who own G-E freezers and their testimonials on the benefits they have derived from the units.

In addition, the ad listed the names of some of the "famous-brand" foods included in the plan and cited figures on savings possible through use of a G-E freezer.

### AMANA PLAN OFFERS FOOD AT WHOLESALE PRICES

Under the local Amana plan, purchasers of Amana freezers automatically become entitled to buy food in minimum quantities of \$50 worth at wholesale prices from Thomas J. Thompson Sons, a long-established hotel, club, and restaurant food supply firm.

The Amana dealer takes the customer's first food order at the time the freezer is delivered. If desired, this initial order can be paid for in six installments with no down payment.

The food supplier guarantees to provide Amana freezer purchasers with food at wholesale prices for a minimum of five years, according to Max Lipin, head of Allied Music Sales Co., Amana distributor.

Second and all future food orders are placed by the customer directly with the food supplier. The latter delivers the food to the customer's home and will arrange time payments on request.

### ALTERNATE FOOD SUPPLIERS LINED UP

Lipin said other food supply sources have been lined up in the event the present supplier becomes overloaded with orders.

Meanwhile, Motorola-Detroit Co., Deepfreeze distributor, is planning to announce shortly a broad freezer-food plan of its own, a spokesman said. Other Detroit distributors and dealers were said to be working on plans, too.

### Canadian RSES Elects John Roberts President

MONTREAL, Que., Can.—Refrigeration Service Engineers' Society, Interprovincial Association, at its 13th annual educational conference at the Mount Royal hotel here, April 7 and 8, elected John Roberts, Sidney, N. S., president for 1952-53. Other officers are: first vice president, Ken Wood; second vice president, E. W. Ridsdill; secretary, R. G. Henderson; and treasurer, G. A. Burns, all of Toronto. Guy Forget, of Montreal, was made sergeant-at-arms.

New Chairman of the board of directors is A. Gendron of Montreal. Also elected to the board are: W. J. Marshall, Toronto, education; K. C. Robinson, Ottawa, and M. Rudka, Oshawa, Ont.

Guest speaker at Monday's luncheon was James H. Mackey, public relations manager, Industrial Acceptance Corp., who spoke on the subject "Canadian Outlook for 1952."

Other speakers during the Monday session were: H. M. Kelso, service manager, Tecumseh Products, "Application and Servicing of Hermetic Units"; K. M. Newcum, president, Remco, Inc., "Solving Moisture Problems"; and George F. Taubeneck, editor and publisher, AIR CONDITIONING & REFRIGERATION NEWS, "Refrigeration Economics and Future."

An "Information Please" panel conducted by H. S. Pariah, editor of Canadian Refrigeration Journal highlighted the afternoon session on Tuesday.

Two talks completed the program. F. Y. Carter, manager, Refrigeration Div., Detroit Lubricator, spoke on "External Equalizer Valves," and S. Colle, president of Air Conditioning Engineering Co. (Canada), Ltd. discussed "Cooling Towers and Evaporative Condensers."

### Fla. Firm Opens 4th Store

ST. PETERSBURG, Fla.—One of St. Petersburg's oldest major appliance firms, Todd & Hyatt Co., has opened its fourth store in this city—at 1620 First Ave. It handles air conditioning and Frigidaire products.

## J.J. Anderson Appointed Rules for Refrigerated Westinghouse Laundry Warehouses Revised Equipment Dept. Mgr.

MANSFIELD, Ohio—The appointment of J. J. Anderson as manager of the laundry equipment department for the Westinghouse Electric Appliance Div. was announced recently by T. J. Newcomb, sales manager.

Anderson succeeds R. J. Sargent, who was recently made division major appliance manager. He will be responsible for product development, distribution, advertising, and promotion for laundry equipment and will report to Sargent.

A native of Falfurrias, Texas, Anderson was graduated from Texas A. & M. He joined the Westinghouse student course in 1937 and specialized in air conditioning. In 1942, he was assigned ordnance work, handling products made by Westinghouse for the Army Ordnance Department.

In 1944, Anderson was assigned to the division's New York office as supervisor of refrigeration specialties and in 1945, he was transferred to Mansfield as assistant manager of the service department.

Prior to his present appointment, Anderson was merchandise manager of the household refrigeration department.

WASHINGTON, D. C.—Revised trade practice rules for the public refrigerated storage industry have been issued by the Federal Trade Commission following a conference with industry members and a public hearing.

Promulgated April 4, the rules constitute a revision of those issued for the industry on Nov. 9, 1931. Numerous changes embodying clarification of the applicable requirements of laws administered by the commission have been made. Industry members have asked that the rules be revised.

The rules are divided into two groups. Group I covers deceptive issuance of warehouse receipts, delivering goods when a negotiable warehouse receipt is outstanding and uncanceled, general deception, commercial bribery, selling below cost, including breach of contract, disparagement of competitors or false disparagement of their business, procurement of competitors' confidential information by unfair means and wrongful use thereof, prohibited forms of trade restraints, and aiding or abetting use of unfair trade practices.

Group II rules pertain to publishing of rates and charges, excessive extension of credit and unsound collateral or unsecured loans, and dissemination of credit information.

The FTC noted that according to available information, there are over 700 public refrigerated warehouses which are valued at about a billion dollars and which provide more than 450,000,000 cu. ft. of space.

## Midwest Mfg. Plans To Market Self-Contained Cooler Line In 3 Sizes

MINNEAPOLIS — Midwest Mfg. Co. here, manufacturer of "Chill" walk-in coolers and refrigerators, will soon market a self-contained unit to be available in three sizes— $\frac{1}{2}$ ,  $\frac{3}{4}$ , and  $\frac{1}{2}$  hp., according to Robert F. Strupp, general manager.

Strupp also announced that Clarence E. Nord, formerly with United Refrigerator Mfg. Co., Minneapolis, has been appointed superintendent, and that additional machinery, including a drum sanding operation, has been installed at the factory.

Regarding the new unit, the company said this plug panel will have an expansion valve and control mounted on an insulated wood panel. The cooler will be of kiln-dried Douglas Fir, 1 by 4 flooring with gasketed joints, and the "Lockseam" system of connection. Sizes will be standard of 6 ft. by 6 ft. by 6 in. and 6 ft. by 8 ft. by 6 in.

Metal plug covers, which close the opening for the Lockseam system, have been used since the first of the year, the company reported, adding: "They are more easily removed and replaced than the wooden ones formerly used."

Midwest said that coolers are available with plywood exterior and metal linings, and that another caulking system has been inaugurated to caulk the joints around the tops and bottoms of the refrigerators with an EC 152 compound.

a BIRD  
in the HAND...

● ● ● A TUBE OF KNOWN QUALITY is the all-important factor in reaching top production peaks. Penn tubing has held the title of 'constant quality' for over a quarter of a century. Carefully inspected to detect any flaws or impurities which might hinder production or cause rejections, Penn tubing nets greater output and gains a point for your side.

You can depend on Penn for first quality—for installations that are right the first time. Take advantage of Penn's knowledge and experience in helping you choose the right type of tubing for your needs.

Write for new specification literature and send along your tubing problems—Penn is always ready to serve. You need first quality tubing to make production soar—you need PENN.

QUALITY TUBING HAS A "PENN NAME"



PENN BRASS & COPPER COMPANY  
ERIE • PENNSYLVANIA • TELEPHONE 3-1164

The Best Wiring Buy in America?

150 Leading Electrical Manufacturers think so  
(Typical reports available on request)

Are YOU getting less than the best?

PHILECTRIC WIRING SYSTEMS

For all Electrical Products  
COMPETENT ENGINEERING  
DEPENDABLE SERVICE  
GUARANTEED QUALITY  
LOWER COST TO YOU

Write today to  
UNITED MANUFACTURING & SERVICE CO.  
400 SOUTH LUTHER STREET  
MILWAUKEE 4, WIS.